

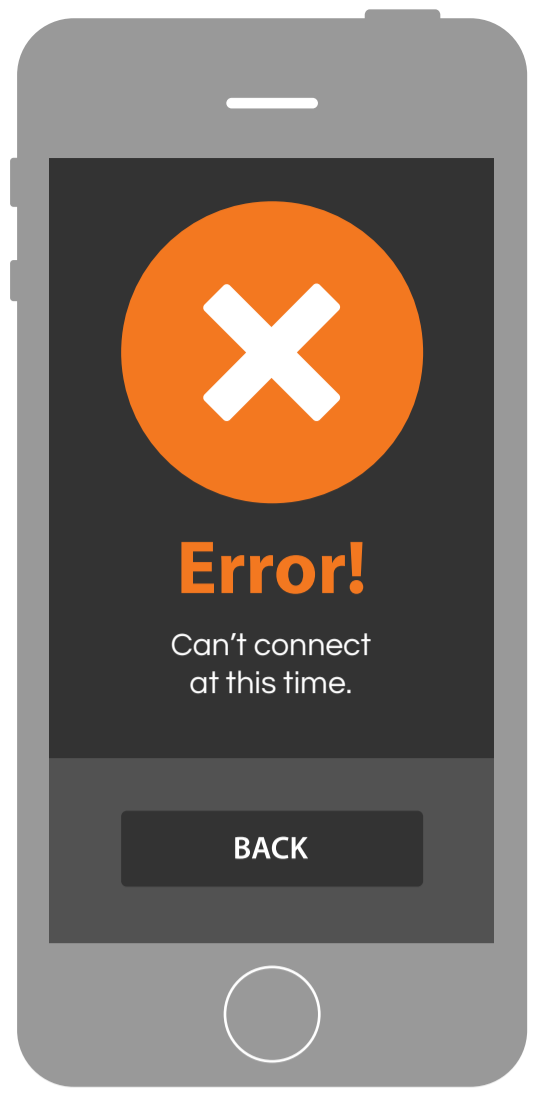
# REVENUE-KILLING MOBILE APP NETWORK ERRORS

## ...and How to Fix Them

Apps rely on mobile networks to deliver content and experiences to users, but those networks can be unpredictable. Timeouts, stalls and missing content can kill the customer experience — and lead to frustration, app deletions & lost revenues.

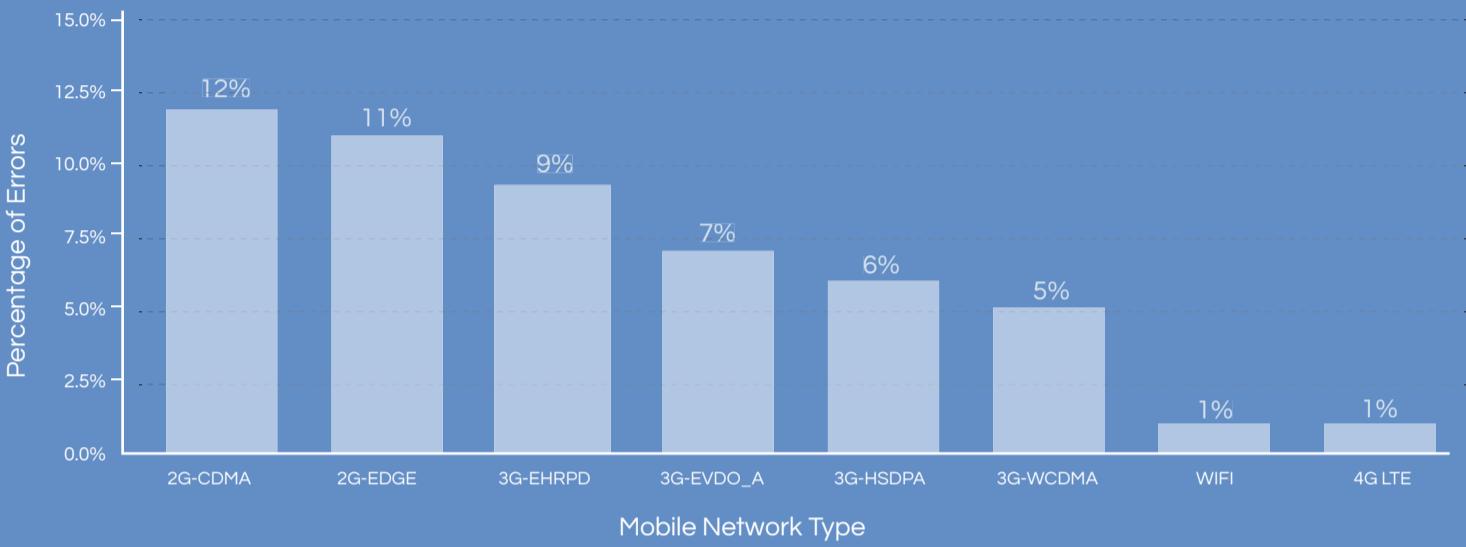
### What Are Mobile App Network Errors?

- ✗ Timeouts – when an app’s responses “freeze”
- ✗ Searches that fail
- ✗ Images that don’t load
- ✗ Uploads that don’t complete
- ✗ Blank spaces where app content should be
- ✗ Deep links that never open
- ✗ Advertisements that never get seen by users



### Mobile App Error Rates by Network Type

Neumob works closely with mobile app brands all over the world to measure and accelerate app performance. Here are typical error rates seen on different mobile network types.

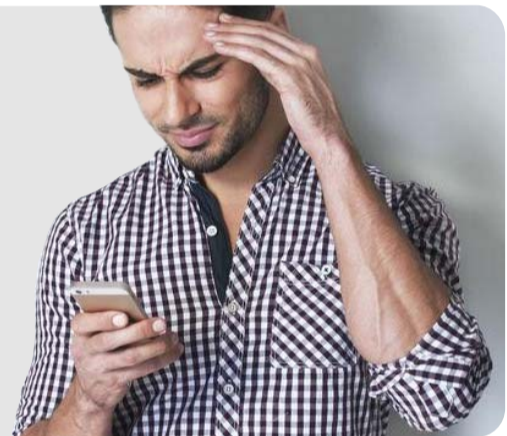


### Network Errors Cause Crashes.

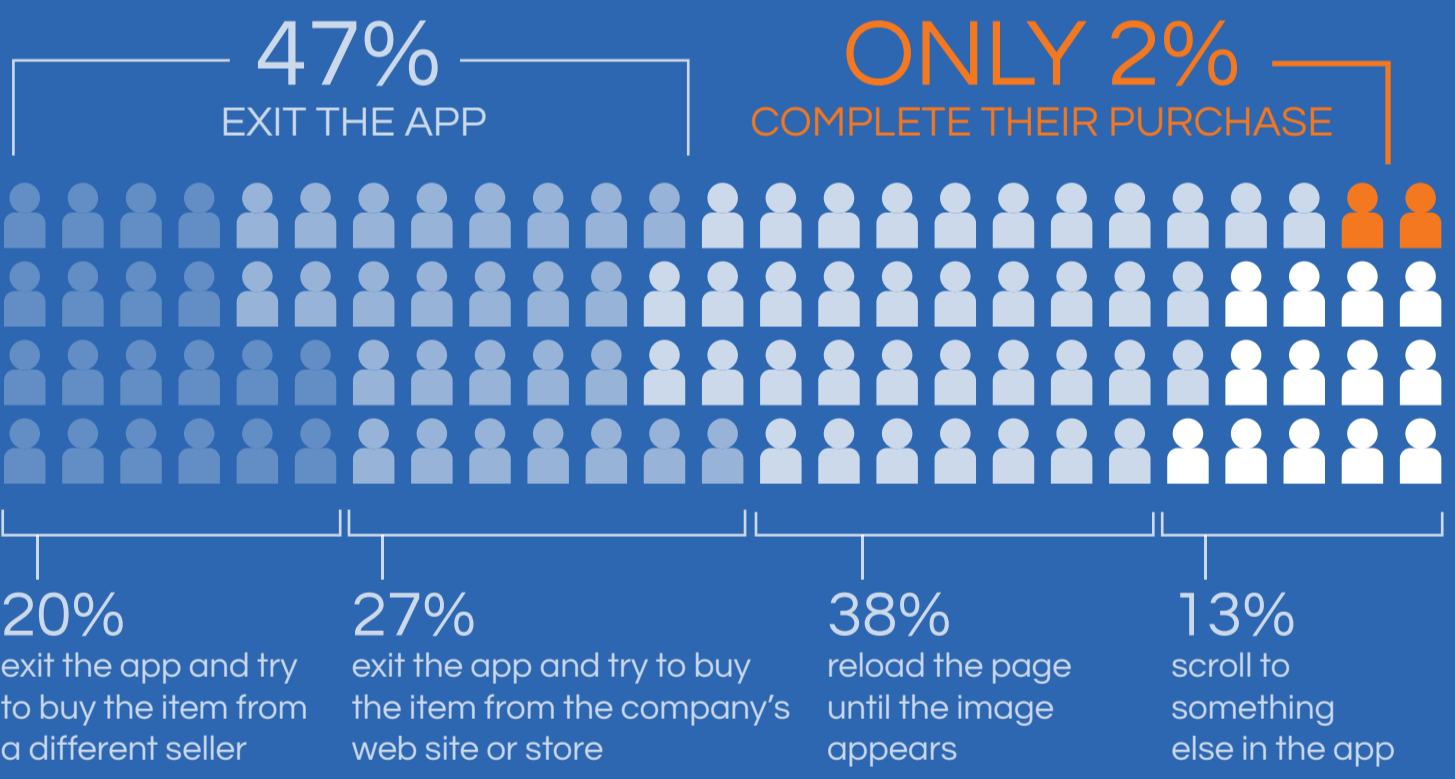
Aptelligent has found that 20% of all mobile app crashes are correlated with a network issue.\*

### Google Doesn't Like That.

In August 2017, Google announced that apps with performance problems will be down-ranked within Google Play, making them more difficult to find by consumers and users.



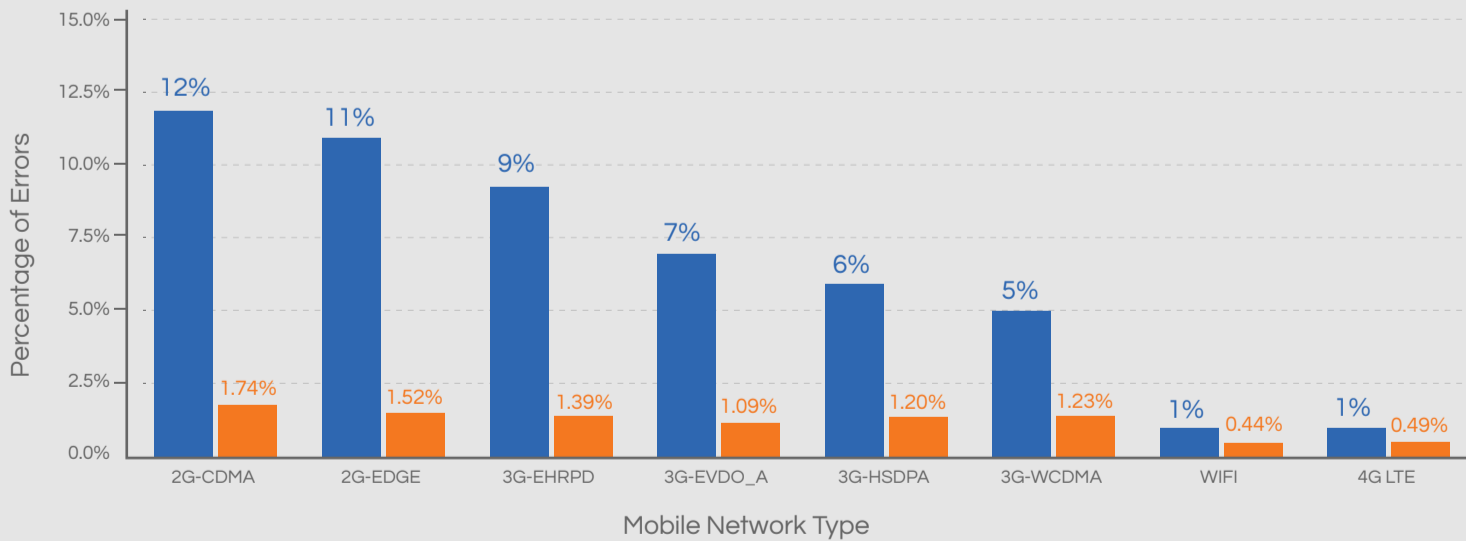
Even a single missing product image can be enough to kill an app-based shopping transaction.



### Normalizing Your App's Error Rate

The right SDK can remove up to 90% of mobile app errors and dramatically reduce timeouts by speeding up app responses, even on the world's slowest networks.

■ Without Neumob  
■ With Neumob



"Neumob has done exactly what we needed it to do: reduce errors that keep our customers from completing their transactions. Now, as Aviasales continues to expand our apps into new countries and onto new mobile networks, we can do so with the confidence that network errors will be totally under control."

Seva Billevich,  
Aviasales' Mobile Development Team Lead



"Neumob was a key component of our app launch strategy, and allowed us to confidently make a deeper push into markets with legacy 2G & 3G networks, as well as into those with 4G speeds. We've now given our customers an experience that allows them to conduct trades and transactions quickly and effectively and without error, and that has made all the difference as we continue to roll out new mobile products worldwide."

Nauman Anees,  
ThinkMarkets CEO

