

Why Application Stability is Your Most Important Product Metric

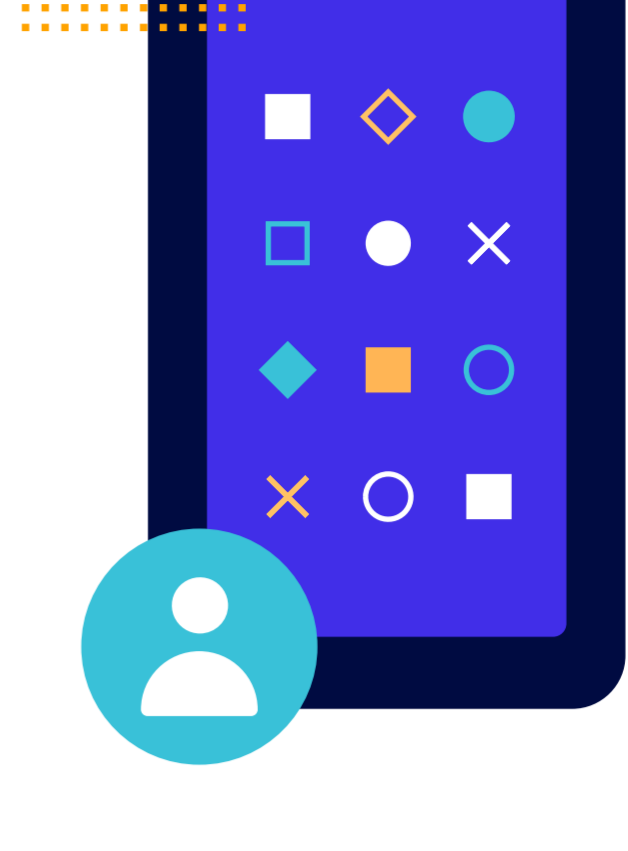
Want growth? Stabilize your apps for positive customer experiences.

Consumers love to spend time in mobile apps

258.2 billion
mobile app downloads projected for 2022

88% time spent
on mobile apps by smartphone consumers in the U.S.

80+ apps
on an average smartphone



Consumers steer clear of unstable and bad apps

Consumers seek out reviews when deciding what to download

96% write bad reviews for under-par apps

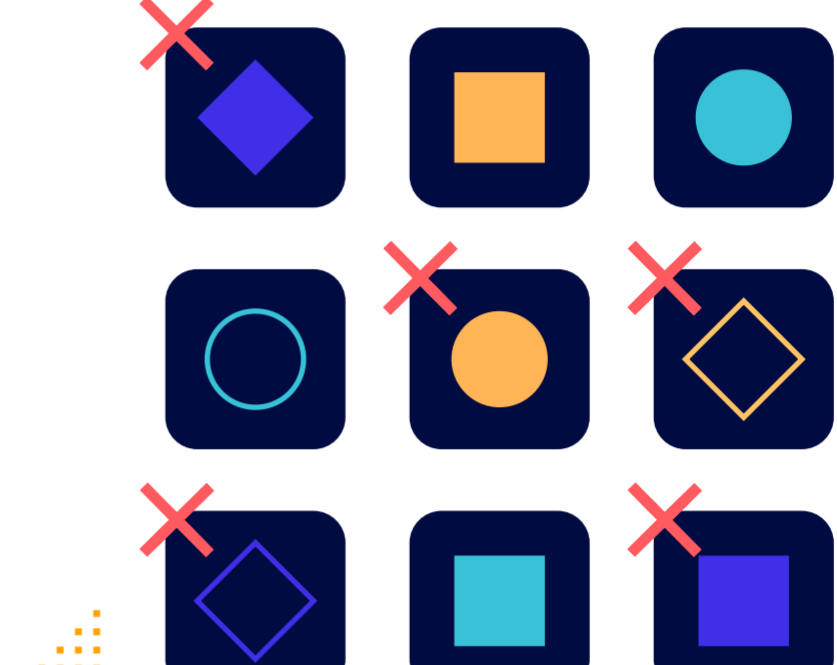
42% mention app stability and bugs in one-star reviews on Google Play

32% complain to friends and colleagues in person

21% write about bad experiences on Facebook and Twitter

Smartphone users aren't shy about deleting apps

90%+ of apps are used once and then deleted



Technical issues rank #1 for why apps get deleted

76% freezing **71%** crashing

84% of users abandon an app after two crashes

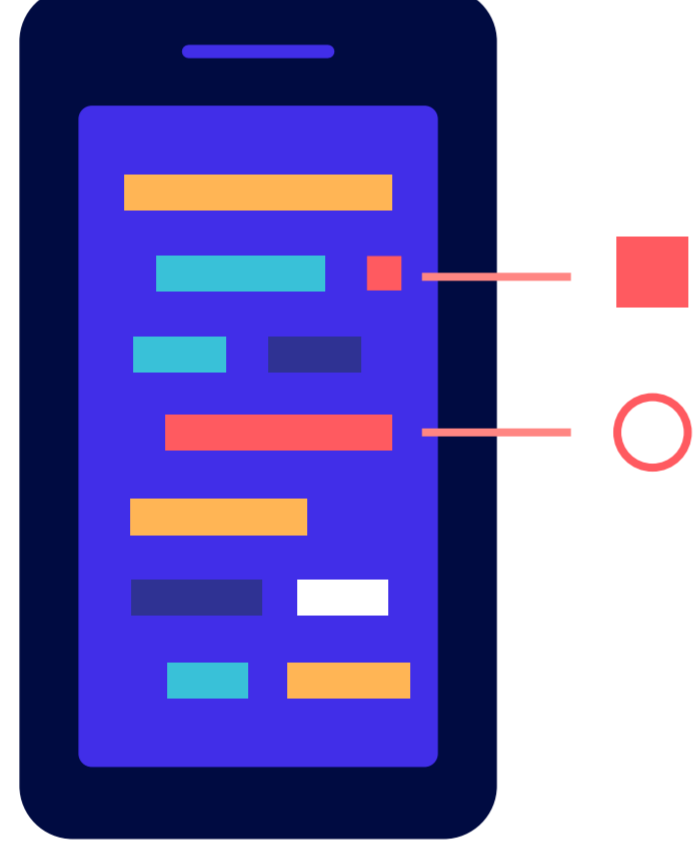
79% retry an app only once or twice if it fails to work the first time

44% immediately delete disappointing apps

38% delete an app that freezes for more than 30 seconds

User retention depends on consistent and stable experiences

Consumers expect Application Stability



Bugs impact mobile app stability, which is tied directly to a company's brand

37% think less of a brand when their app crashes or has errors

Software bugs are expensive

\$1.7 trillion
hit to the U.S. economy in 2017

~\$1,500
cost per developer for time spent on software bugs each month

32 hours
per developer spent fixing errors and replicating issues on average each month

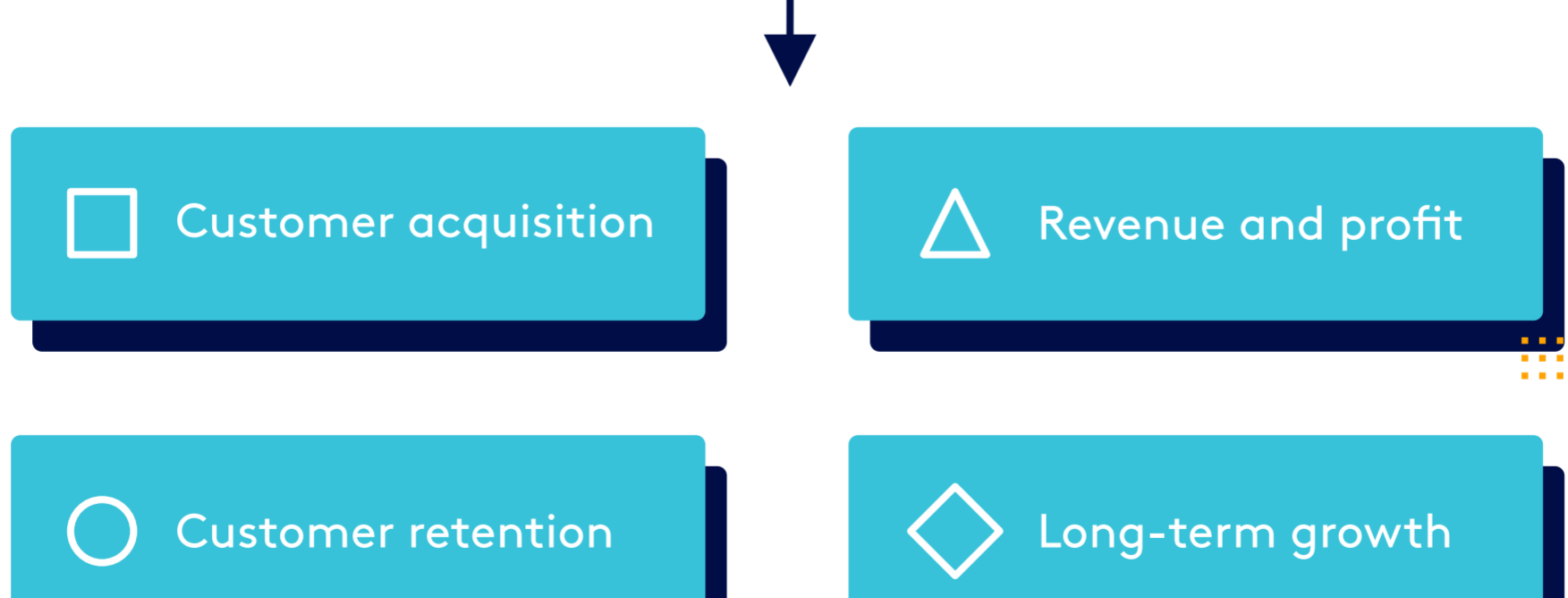


Customer retention is crucial to ongoing success

5-25x more expensive
To acquire a new customer than retain existing ones

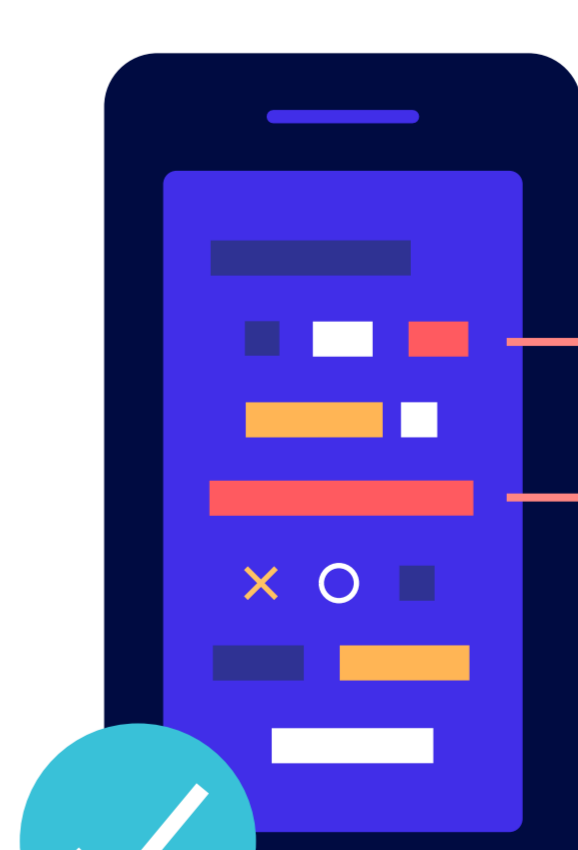
25% to 95% increase in profits
from a 5% increase in customer retention

Stable and reliable apps influence every aspect of your business



But never fear: consumers don't hold grudges, so be sure to make those improvements to your app stability!

91% would consider using an app again if changes are made



Balance agility with stability.

Get started for free with our 14-day free trial

bit.ly/stability-free-trial

Source: <https://medium.com/googleplaydev/how-to-fix-app-quality-issues-with-android-vitals-and-improve-performance-on-the-play-store-part-498d6914ef6>, <https://techcrunch.com/2013/03/12/users-have-low-tolerance-for-buggy-apps-only-16-will-try-a-failing-app-more-than-twice/>, <https://software.intel.com/en-us/blogs/2013/11/14/why-users-uninstall-apps>, <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>, <https://www.thinkwithgoogle.com/consumer-insights/mobile-app-marketing-insights/>, <https://www.statista.com/statistics/271644/worldwide-free-and-paid-mobile-app-store-downloads/>, <https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>, <https://www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media-print.html>, <https://www.oppannie.com/en/insights/market-data/apps-used-2017/>, <https://themanifest.com/app-development/mobile-app-usage-statistics-2018>, <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>, https://www.thinkwithgoogle.com/_gs/documents/331/how-users-discover-use-apps-google-research.pdf, <https://www.mobileaction.co/blog/app-store-optimization/app-reviews-ratings-aso/>, <https://www.forbes.com/sites/gabrielshaoonian/2017/06/07/5-mobile-app-features-your-customers-want/#42be62d747bf>, <https://www.inc.com/rahul-varshneya/7-reasons-why-users-delete-your-mobile-app.html>, <https://appdeveloperomagazine.com/10-years-of-apps-but-over-95-percent-of-them-are-invisible-to-users/>, https://techbeacon.com/sites/default/files/gated_asset/mobile-app-user-survey-failing-meet-user-expectations.pdf, <https://www.tricentis.com/software-fail-watch/>