**5. Application**

We are in the middle of a highly demanding and competitive environment, wherein the form factors, the operating systems and the customer requirements are evolving rapidly. Companies are faced with the herculean task of keeping pace with these changes as they innovate at the “customer-facing edge”.

Now imagine this for highly customer-facing industries like ecommerce, retail, digital publishing, which have a heterogeneous user base and address diverse events like periodical offers, promotional events, brand makeover and many more. And you realize the enormity of the challenge! There is a compelling need for an adaptive mobile app that rapidly tunes to the changing seasons and business scenarios of the company.

And this is precisely where dynamic updation of themes in the mobile app comes to the rescue. Updating dynamically will increase user engagement and also save time and resources by eliminating the need to develop a new version of an app for publishing new themes.

Thank you for joining this engaging and interactive webinar on Implementing Dynamic Themes in your Mobile Applications. Attendees got insights on dynamic themes, their architecture, engaging use cases and a live demo of dynamic themes in practice.