**Security cannot be Left in the Hands of Engineers Alone**

Mobile security has become a matter of utmost concern in the past few years. As the number of incidents related to security breaches arising out of inadequate mobile security have increased, we need to be very particular about how we secure our information on our mobile devices. In the year 2016, global web traffic resulting from mobile devices alone was around 40 percent, which indicates an annual increase of 21 percent. In the year 2015 mobile data traffic was estimated to be 4,500 petabytes, which was a remarkable increase in comparison with the year 2011 where it was only 500 petabytes. This pattern indicates a heightened risk of security exposures as our dependency on mobile devices increases. This is why app developers and marketers need to develop a conscious effort to instill mobile app security testing as a mandatory step for long term customer engagement and innovation.

While cyber criminals make legitimate-looking fake websites to gather useful private customer data such as bank account details or credit card details, some banks in Singapore are now making a deliberate effort to educate their customers about mobile fraud. Moreover, they are also investing in their own mobile apps e.g. POSB digibank, which allows for money transfer via two-step authentication. By investing in mobile app security testing and developing customer-centric secure apps, these brands are turning security threats into opportunities by drawing customer attention towards convenience of mobile bank along with providing a value-added experience to them.

It is, however, important to mention that security is not the responsibility of app developers and engineers alone. If marketers and CMOs want their enterprise to grow in mobile commerce while keeping up their brand reputation, they have to own this security challenge and work alongside developers and engineers for a reliable and long lasting consumer experience. By making mobile app security testing and consumer education a part of their marketing strategy, brands can win consumer loyalty and gain long term customer retention.