A **native app** is a smartphone application developed specifically for a mobile operating system

iPhone apps are written in Objective-C, Android apps in Java,

* They offer the **fastest, most reliable and most responsive experience to users**.
* They can tap into the wider functionality of the device; including the camera, microphone, compass, accelerometer and swipe gestures.

Publishers can make use of push-notifications, alerting users every time a new piece of content is published or when their attention is required.

It not only has the advantage of faster performance but also “feels right”. What feeling right means is that the in-app interaction has a look and feel consistent with most of the other native apps on the device. The end user is thus more likely to learn how to navigate and use the app faster.

The main downside of a native app is that it will not work with other kinds of devices. When building for multiple platforms, developing a native app therefore can be quite expensive (when done from scratch), as it will require you to build and maintain multiple, separate versions of your app.

**Web apps**- mobile-optimised web apps. If you’ve ever seen the ‘mobile version’ of a site, that’s what we’re talking about. An “app” like this loads within a mobile browser, like Safari or Chrome, like every other website. Web apps use JavaScript, CSS, HTML5 or other languages.  their simplicity is their downside. Web apps are limited in what they can do effectively in terms of features and they will generally always require an Internet connection to work. They are slower and less intuitive. As a developer or publisher, you can’t send them notifications to bring them back to your content.  It’s difficult to engage with your audience.

**Hybrid Apps**

Somewhere between native and web apps. The bulk of the app is built using cross-compatible web technologies, such as HTML5, CSS and Javascript — the same languages used to write web apps. Some native code is used however to allow the app to access the wider functionality of the device and produce a more refined user experience.

The advantage of this approach is only a portion of native code has to be re-written to make the app work on the different kinds of devices available.