TECHNICAL RESOURCES

Best Practice #3: Reduce App Load Time to Two seconds to Increase Engagement

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Examples: *Apple Watch, Userflows, Android Crash*

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This is part three in a seven part series on how to use Apteligent to implement a collection of best practices from industry leaders called: "7 Best Practices for Optimizing Mobile Apps."

Should I measure app load time?

Marissa Mayer famously announced in 2006 that a half second delay in loading Google's search results caused a 20% drop in traffic even though they were getting more value (a higher number of search results). Why does this happen? Users don't like to wait.

In addition to crash rate, most customers track "app load time" as a key metric in their app. App load time is often highly correlated with engagement, adoption, and conversions in mobile apps. Studies have shown that 50% of users find app load time a major source of frustration, and 25% would leave a brand due to unacceptable load times.

Use Apteligent to Automatically Monitor App Load Time

After talking to many customers about the importance of this metric, Apteligent decided to make app load time a metric the SDK tracks out of the box without the need of additional code. By simply initializing the Apteligent SDK, an automatic userflow is configured which monitors the period from when a user taps an app icon to launch an app until the app is fully loaded and usable by the user.