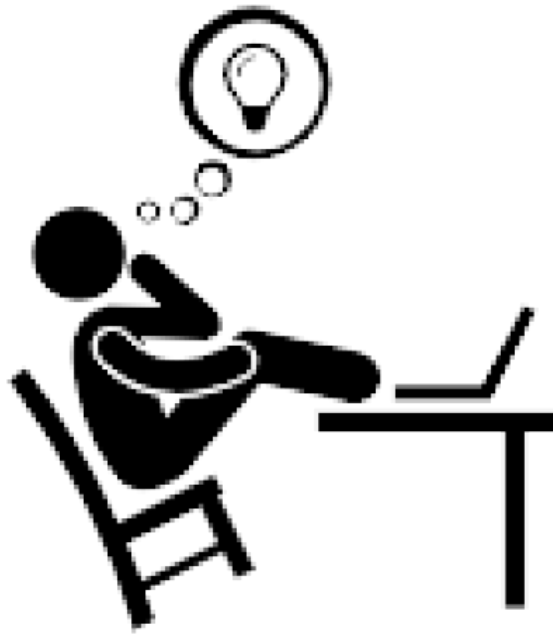


Why the Progressive Web APP (PWA) is so important for client distribution on social media

How to facilitate customers to distribute your PWA and business for free on social media

It's important to understand



Google PWA has changed everything

London, Jan 18, 2021 ([Issuewire.com](http://www.Issuewire.com)) - **This is a 10-minute read** and explains the dominance of mobile Smartphones and why the normal *website simply cannot cope with the Smartphone users needs for 2021*

How many people own Smartphones?

There are currently [3.5 billion](#) Smartphone users worldwide (Statista, 2019).

Considering the total number of people using phones globally is at 4.8 billion, that means that nearly 73 percent of them are users of Smartphones.

This number is also rising rapidly with time, evidenced by the fact that just four years ago in 2016, there were one billion fewer smartphone users.

This is expected to rise to 3.8 billion in 2021 , marking a 52 percent increase in a relatively short period of five years.

Time Spent on Mobile Devices Daily

Now that we have an idea of how many people own Smartphones, the next thing you need to know is how much time is spent using them.

People spend more time on their smartphones than watching TV!

Time spent on mobile devices is forecast to hit just under four hours (3 hours and 54 minutes) in 2021

People attempt product research on smartphones and now prefer to use a PWA because the APP doesn't need to be downloaded.

A PWA works offline and does not require an APP store.

This next mobile statistic will show you how mobile devices influence consumers' product research process.

The latest mobile usage statistics.

Nearly seven out of ten internet users say they would look for customer reviews on their phones while in-store before approaching an employee (e-Marketer, 2020).

And researching product reviews isn't the only thing mobile users are doing in-store.

58 percent of them are also looking for other products similar to the ones they're thinking about purchasing.

And 55 percent are looking up product specifications.

Such mobile usage statistics highlight the importance of providing consumers with a **positive super-fast mobile Progressive Web APP experience.**

Half of them have already included it among their most important customer engagement strategies using product-specific QR.

[Maltix QR code brochure](#)

Mobile Shopping

Two-thirds of smartphone users use APPS to purchase

More than half of internet users use their mobile phones to purchase products online.

Not only are people using their mobile devices to do product research, but many of them are also using them to carry out purchases.

The latest mobile statistics hint at a high reliance on online shopping on their mobile devices

particularly [Smartphone friendly PWA](#)

Millennial's shop on their mobiles the most.

Nearly two-thirds have purchased a product online with their mobile phone in the past month.

That's just a touch higher than 55 percent in the 16 to 24 age group.

In comparison, over 40% aged from 55 to 64 have also done so.

With so many people doing mobile shopping, as an E-commerce business owner, you should consider prioritizing your mobile PWA optimization strategy.

A PWA is specifically built for the needs of the Smartphone user.

"Users who have come across a negative experience on a mobile website are a lot less likely to buy from that business"

The Option of Mobile Shopping

Many shoppers consider poor customer service immediacy as a deal-breaker every-time.

So if you're still not convinced of the benefits of setting up your e-Commerce offering for Smartphone mobile commerce using a PWA, consider this statistic:

Almost [six out of every ten](#) shoppers say that being able to purchase products on mobile devices is a key factor when it comes to choosing brands or retailers to buy from (Google, 2019).

A PWA strategy ensures availability via your website for PC users AND availability and interaction with Smartphone users.

Both work off the exact same website address!

A PWA snaps into action dramatically quicker than a website and provides all the needs of a Smartphone user with no bother.

Mobile Time Spent With Digital Media

70% of time spent on social media PWA customer service

Smartphones currently account for [70 percent](#) of the total digital media time. (Comscore)

Delighted customers distribute a PWA so easily on social media

A PWA does not live in the APP store!

Conclusion:

These mobile usage statistics can help you craft a mobile-first PWA strategy that will propel your business forward with higher engagement and stunning social media referrals.

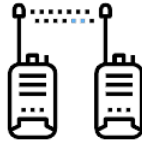
Onboard with Maltix and get a mountain of free advice and free links as part of the [DEAL](#)

A PWA has wings



A new generation APP with wings, a 2 way instant multi communication channel that flies through local social media

Begin two way communication



Notifications and SMS

Get you Smartphone customer service



In order

Retain and manage



Your own data

Media Contact

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Source : maltix.co.uk

[See on IssueWire](#)