

# NATIVE MOBILE VS. MOBILE-OPTIMIZED WEB

## NATIVE MOBILE

A native mobile application is one that is **installed** on your mobile device. Because it is built specifically for your **device's operating system**, it provides **fast** performance and a high degree of reliability. Native mobile applications are often functional **offline** and can also directly access things like your **contacts**, your **camera** and hardware like a **Bluetooth scanner**.



## MOBILE-OPTIMIZED WEB

By contrast, is a mobile-compatible website that loads into a **mobile web browser**. Because the application is dependent on your web browser, which is dependent on your mobile operating system, mobile-optimized web applications are **slower** and **less reliable**. These apps are typically **not functional offline**, and the user experience is **highly subject to interruptions** in Internet connectivity.



*And the winner is...NATIVE MOBILE !*

85% of consumers prefer native mobile apps over mobile websites.\*

While a lack of resources and technical expertise has resulted in the proliferation of inferior mobile-optimized commerce websites, **SaaS providers are now making it easier than ever for manufacturers and distributors to implement native mobile applications.**

## WHY A NATIVE MOBILE APP IS CRITICAL IN B2B BUYING:

### 1. PERFORMANCE REALLY MATTERS.

When a buyer places an order from you on their mobile device, it needs to work. It's also important that the user experience is positive all around, with fast page loads and accurate order confirmations. If your buyer has interruptions in their connectivity, you cannot guarantee a positive experience or an accurately placed order. This can be the difference between getting the order or losing it to your competitor.

### 2. BUYERS ARE OFTEN WITHOUT INTERNET ACCESS.

Mobile commerce is meant to be convenient, allowing your buyers to place orders anytime, anywhere, from any device. Whether it's spotty Internet access in the store or that their iPad only has has wifi access, don't give your buyers a reason not to buy from you.

### 3. THE HIGH-FREQUENCY ORDERING WORKFLOW.

Many B2B buyers prefer to take an order shelf-side as they take stock. A native app can utilize the mobile device's camera as a barcode scanner, allowing your buyer to quickly place an order whenever the need arises.



\*eConsultancy, <https://econsultancy.com/blog/62326-85-of-consumers-favour-apps-over-mobile-websites>.