The App Advantage

Most popular types of mobile apps

- GPS/navigation — **74%**
- Location-based services — **43%**
- Document management — **35%**
- Social media marketing — **32%**
- Credit/debit card payments — **30%**
- Travel and expense tracker — **29%**
- Delivery and shipment — **25%**
- Time management/tracking — **24%**
- Mobile marketing/advertising — **15%**
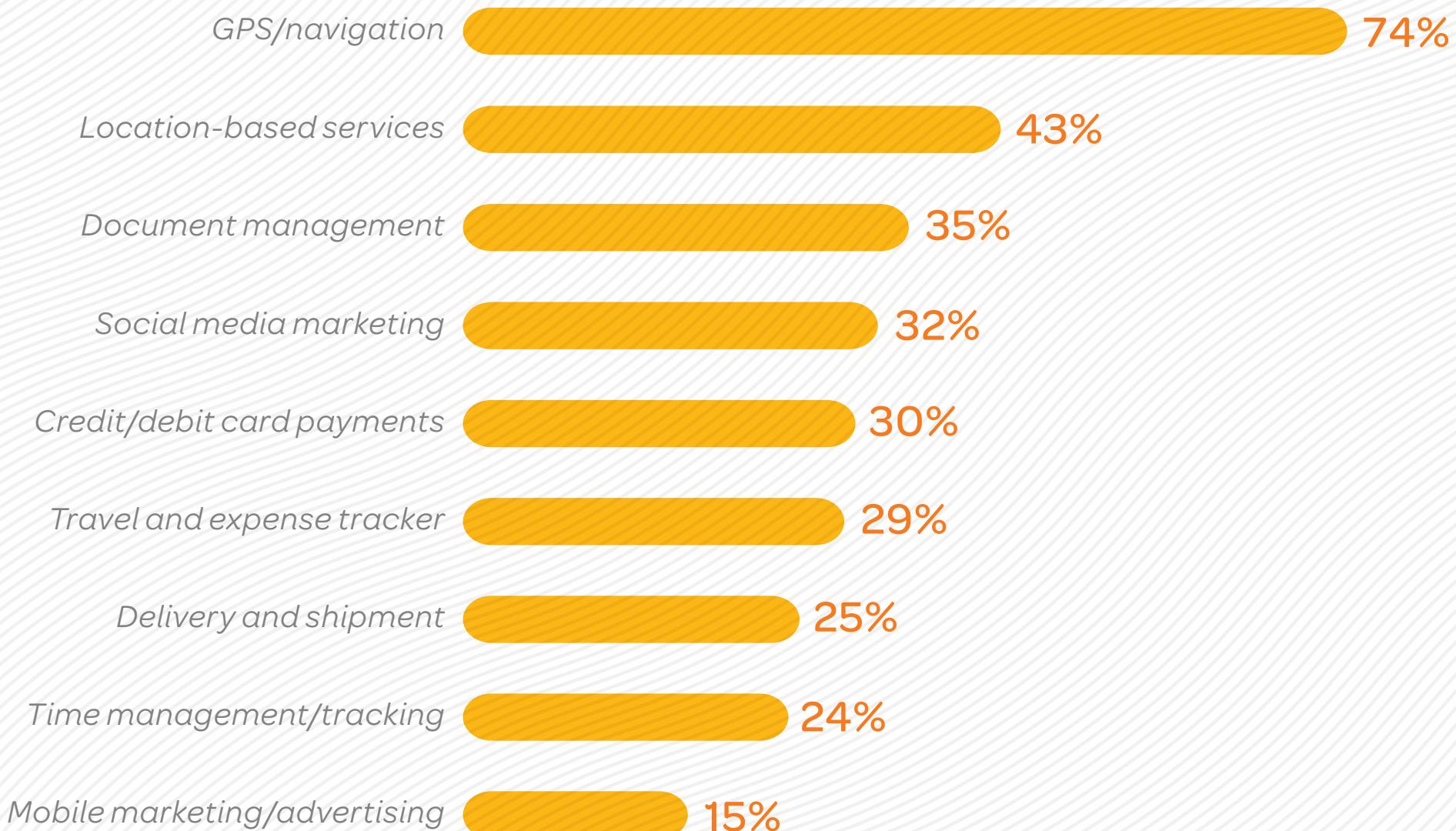
Reasons for using mobile apps

- Timesaver — **72%**
- Increased productivity — **62%**
- Cost savings — **34%**
- Lead generator/new business — **20%**
- Cool/hip — **10%**