



How to Unlock a Winning P2P Mobile Strategy

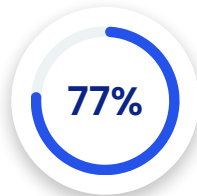
At Nuclavis, we've re-imagined the P2P mobile app experience and made it better than ever leading to increased participant engagement and stronger fundraising results. Is Nuclavis right for your organization? Let's find out!

WHY MOBILE OVER DESKTOP?

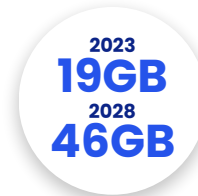
Our team has done the research and the data are clear. Mobile is the present and the future. Let's look at the numbers that show why prioritizing your mobile strategy is an urgent matter to help maximize your P2P fundraising success:



of web traffic comes from mobile devices



of adults in the US own a smartphone



Individual mobile phone data usage is predicted to be 19GB in 2023 and grow to 46GB in 2028

Your brand needs to be where people spend their time:

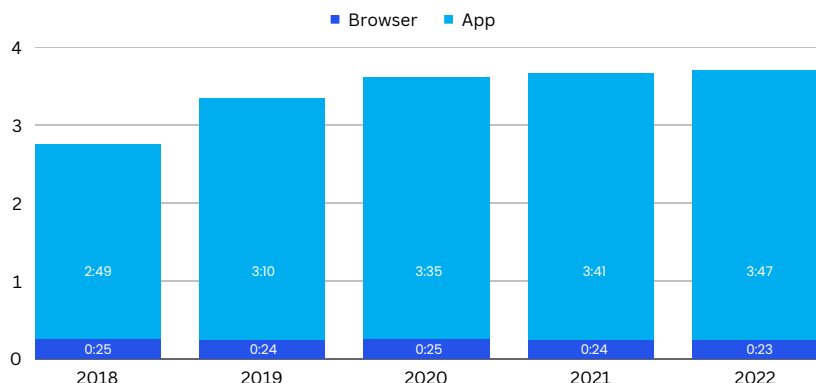
- The average individual spends 3 hours and 15 minutes on their smartphone per day
- Individuals check their smartphone an average of 58 times each day
- 1 in 5 smartphone users spend 4.5 hours a day on their phone

We know that increased participant engagement = increased fundraising. By prioritizing your mobile strategy and optimizing your visibility, Nuclavis can help your organization meet and exceed your fundraising goals.

HOW DO YOU INCREASE PARTICIPANT ENGAGEMENT?

Apps are King

The data shows a mobile app is your best opportunity to increase your participant engagement. [Mobile users spend 88% of their time on mobile apps](#) and just 12% of their time on mobile websites.



Mobile Internet: Average Daily Time Spent in the US, App vs Browser, 2018-2022 (hrs:mins per day among population)

Note: ages 18+ includes all time spent with internet activities on mobile devices, regardless of multitasking; numbers may not add up to total due to rounding. (Source: eMarketer, April 2022)

Speed Matters

Not all apps are created equal. Users expect instant gratification. Apps that take more than 2 seconds to load get abandoned. One study shows that 83% of users expect a flawless experience on all devices, including mobile.

Your app is an extension of your brand. Your reputation with your participants depends on a seamless and highly responsive app experience. Nuclavis is built on native app technology that provides best in class speed for the best user experience on the market.

WHY GO NATIVE?



Optimized User Experience

Participants get the experience they expect in an app. Native apps allow for advanced gestures like 'tap,' 'swipe,' 'drag,' 'pinch,' 'hold,' and more.



Lightning-Fast Performance

Native apps are very fast, efficient, and responsive because they are built for the native mobile operating system. The device stores the app which allows the software to leverage the device's processing speed. As a result, the mobile app is much more efficient, loading 3 - 5X faster than other mobile technologies including web apps or hybrid apps.



Cutting Edge Innovation

Allows for easier integrations of SDK's and plugins due to their broad support and compatibility on native platforms making it easier to maintain and faster to innovate.

At Nuclavis, we value ease of use and engaging event experiences to optimize participant fundraising. By re-imagining the P2P mobile app experience our goal is to provide your organization with one thing – fundraising made easy.

Learn more on how Nuclavis can help your organization maximize its' fundraising goals this year at www.nuclavis.com.

Sources:

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