



# Evading an app-ocalypse.

## Protecting mobile apps' quality and security.

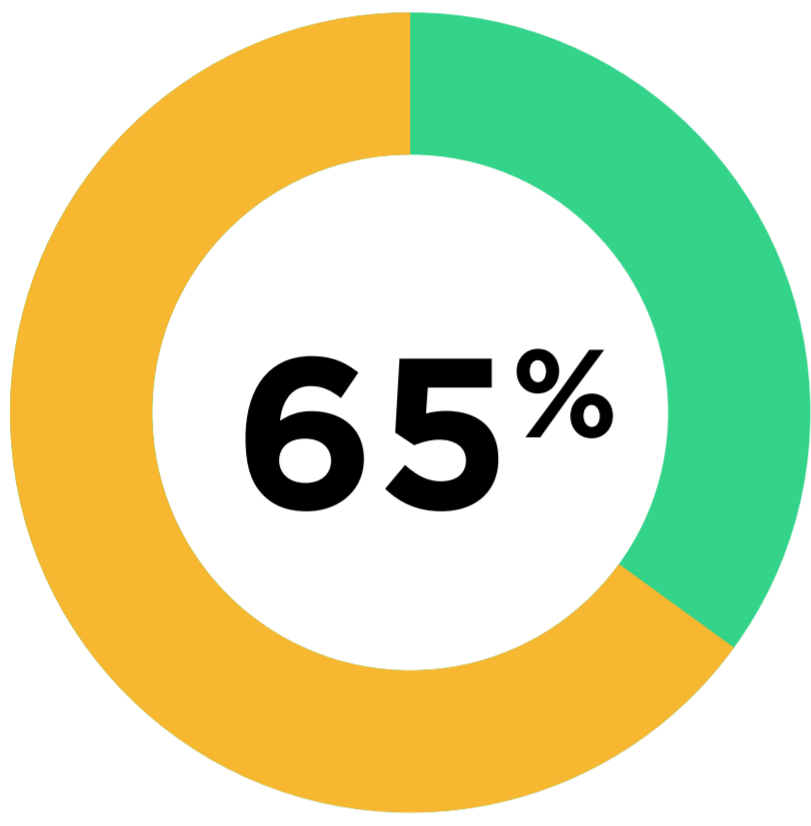


In 2024, mobile apps are expected to earn **\$935B**, with users interacting with **30 apps monthly**.

The demand for quality apps delivered at speed remains a challenge for app development teams.

### Mobile app development is a high-stakes endeavor.

Enterprises need to prioritize security to ensure growth and user satisfaction.



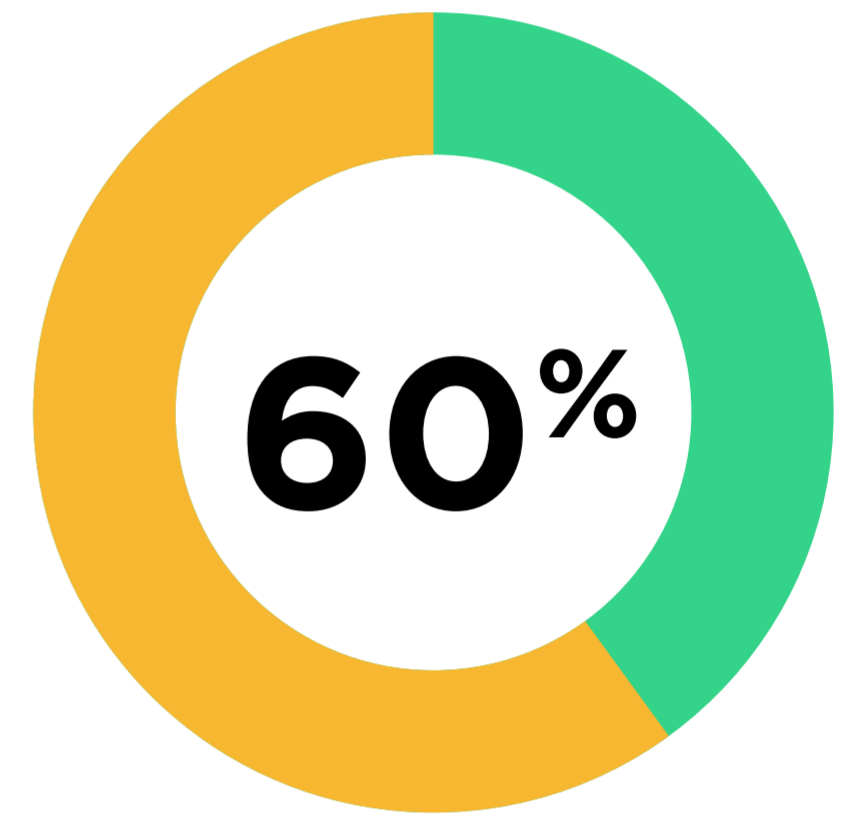
of apps attacked<sup>1</sup>

Cyber threats challenge the ease of creating secure mobile apps.



per month<sup>2</sup>

Loss from app uninstalls due to bugs and poor performance.\*



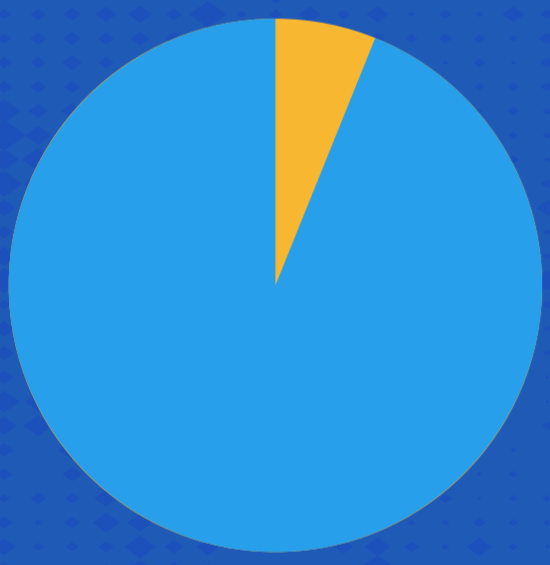
of fraudulent banking transactions happen on mobile devices.<sup>3</sup>

*\*In the finance category alone*



## 9+ months

is the average time to market for a complex app.<sup>4</sup>



## 94%

of users uninstall apps within 30 days of download due to performance issues.<sup>5</sup>

**Apps must run securely to avoid customer churn and brand damage.**

### Why is this happening?



Talent shortage



Intense competition



Fickle consumers

Digital.ai empowers mobile development and security teams to **deliver secure, quality apps efficiently**:



**A top international airline**

improved testing efficiency and time-to-market



**A top 10 bank avoided ~\$2B annually**

in costs associated with breaches



**A top US credit card issuer saved \$100M+ annually**

by cutting production incidents by 25%.

Learn more:

[digital.ai/deliver-secure-quality-mobile-apps/](https://digital.ai/deliver-secure-quality-mobile-apps/)

1. <https://digital.ai/2024-application-security-threat-report/>  
2. <https://thefinancialbrand.com/news/digital-banking/mobile-banking-trends/banks-must-ramp-up-against-multiplying-fraud-actors-173185/>  
3. <https://sendbird.com/blog/4-ways-to-reduce-app-installs>  
4. <https://spdload.com/blog/how-long-does-it-take-to-develop-an-app/>  
5. <https://www.instabug.com/blog/mobile-app-quality-an-essential-guide>