

PROGRESSIVE WEB APPS: THE SUPERPOWER YOU NEED TO EMBRACE

The key to a fast, engaging, and frictionless web experience, regardless of device.

PWA

WHAT IS A

PWA?

A Progressive Web App (PWA) is the best of both worlds. It is a website, with all of its approachable characteristics and platform-free development, and a native mobile app with high-end functionalities and experiences.



According to Gartner, PWAs are expected to replace **50%** of all consumer-facing mobile apps by 2020 (that was last year!).



The PWAdvantage:

1

F

ast

Loads within seconds, approximately 8x faster than an average mobile page.

2

R

eliable

Works offline thanks to pre-caching and performs well even on flaky network conditions.

3

E

asy to install

Can be installed on the home screen like a native app.

4

E

ngaging

Brands that have embraced PWAs have seen an overall average increase in engagement of 137%.

5

D

iscoverable

SEO-friendly and easily discovered through a web search.

6

U

p-to-date

Once installed, the web app can update itself when online.

7

S

ecure

Enforces HTTPS to meet minimum security web standards.

8

A

ccessible

Works on any device with a browser, whether it's a smartphone, tablet, or desktop.

9

S

mall

Takes up less MB, for example, Uber's PWA is only 50KB while their native app is over 250MB.

Don't just take our word for it !

APOTHEEK.NL

BEFORE: costly to maintain their native app.

AFTER: the new website gets 1.7 million visitors a month, lands as number one in search engines and won site of the year multiple times at a fraction of the cost.

FWU Customer Portal

BEFORE: no way for users to easily manage their accounts and access the latest updates of their financial investments.

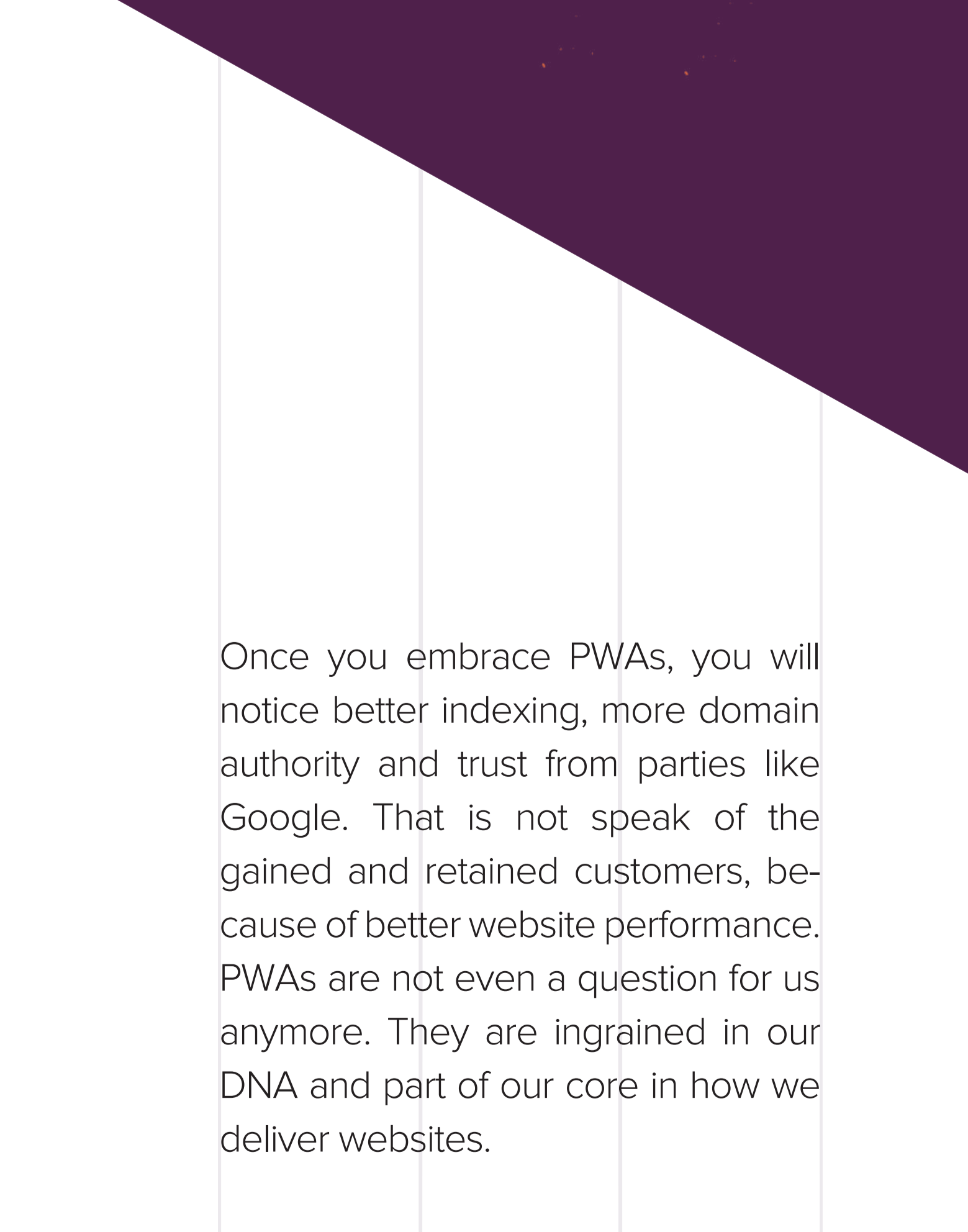
AFTER: customers deeply engage with the portal and the ranking in search visibility has dramatically increased.

WATERSTORING

BEFORE: the website couldn't handle heavy traffic and had a long loading time.

AFTER: the website's uptime has significantly increased by 99.99% and has a number one SEO ranking.

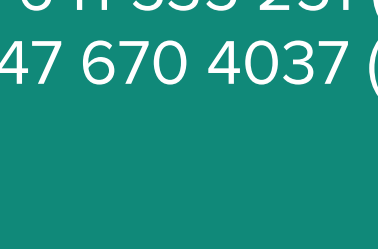
Ready, set, deploy.



Once you embrace PWAs, you will notice better indexing, more domain authority and trust from parties like Google. That is not speak of the gained and retained customers, because of better website performance. PWAs are not even a question for us anymore. They are ingrained in our DNA and part of our core in how we deliver websites.

WANT TO KNOW WHAT PWAS CAN DO FOR YOUR BUSINESS?

Contact Bill, our Chief Technology Officer, to see how we can help you.



bill.marks@dpdk.com
+31 641 535 251 (EU)
+1 347 670 4037 (USA)