

# From Error Monitoring to Distributed Tracing: Ensuring Your Customers have Amazing Mobile Experiences

You spend time, money, and effort getting customers, so you don't want to lose them.

Mobile is redefining the way we work and live. It's crucial to get that experience right.



50% of global internet traffic originates from mobile devices<sup>1</sup>



90% of the time spent on mobile devices is within apps<sup>2</sup>



4.8 hours per day is spent on mobile apps<sup>3</sup>

It's critical that your developers have the tools they need to identify and fix errors quickly, because the consequences are high:



**20%** lower conversion for one-second delay in page load time.<sup>4</sup>

**40%** of users will switch to a competitor after a frustrating mobile experience.<sup>5</sup>

**90%** of users reported they stopped using an app due to poor performance.<sup>6</sup>

Mobile performance is the tip of the iceberg.

You need visibility into everything that impacts your users – from the first touch to every line of code – because applications are becoming increasingly complex:



**150**

dependencies on average per application<sup>7</sup>

**1500**

dependency changes per application per year<sup>7</sup>

**200K+**

lines of code for complex iOS apps<sup>7</sup>

## Real Success with BugSnag



**mercado libre**

Mercado Libre **grew mobile market share by 50%** while achieving a **99.93% stability score** with BugSnag.<sup>8</sup>



**Dropbox**

“When we moved to BugSnag—especially with its breadcrumbs—engineers were suddenly saying, **‘I can look at a crash and know how to fix it!’**”

—Angella Derington | Mobile Staff Engineer<sup>9</sup>



SMARTBEAR  
BugSnag

BugSnag gives your developers the tools to master mobile experience and provides visibility into everything that impacts performance and your users.

[Discover how](#)

### Sources

<sup>1</sup> Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 4th quarter 2023, Statista, <https://www.statista.com/statistics/277125/share-of-web-site-traffic-coming-from-mobile-devices/>

<sup>2</sup> 24 Mobile App Statistics To Know In 2024, Mindsea, <https://mindsea.com/app-stats/>

<sup>3</sup> People devote third of waking time to mobile apps. January 2022, British Broadcasting Co., <https://www.bbc.com/news/technology-59952557>

<sup>4</sup> The State of Online Retail Performance, SOASTA, April 2017.

<sup>5</sup> Mobile eCommerce Stats in 2024: What Percentage of eCommerce Sales Are on Mobile Devices?, Outerbox, <https://www.outerboxdesign.com/web-design-articles/mobile-e-commerce-statistics>

<sup>6</sup> Know Your User: UX Statistics and Insights (With Infographic). Toptal Designers, <https://www.toptal.com/designers/ux/ux-statistics-insights-infographic>

<sup>7</sup> 9th Annual State of the Software Supply Chain, Sonatype, <https://www.sonatype.com/state-of-the-software-supply-chain/modernizing-open-source-dependency-management>

<sup>8</sup> Mercado Libre grows mobile market share by 50% while achieving a 99.93% stability score with BugSnag, <https://www.bugsnag.com/customers/mercado-libre/>

<sup>9</sup> Dropbox mobile team aims for three nines of user availability with BugSnag, <https://www.bugsnag.com/customers/dropbox/>