

Mobile Content as a Major Factor in Successful Online Strategies

In view of the roughly 137 million mobile Internet users in the US, marketing managers are now making their content from websites, online stores and catalogs available on mobile devices to guarantee a successful online strategy. The FirstSpirit™ content management system supports you on your path to success using native or hybrid apps or a new website built in responsive design.



The flexible content management system for a mobile future

To optimally display mobile content on smart phones, iPads, and Tablets for your target groups, you need a solution that will show your content on any channel and on the most diverse mobile devices. The FirstSpirit Content Management System supports your online strategy by making it easy for you to quickly create, reuse, and publish editorial and multimedia content, regardless of the technology you use.



Responsive Web Design: The standard of tomorrow

Designing a website in responsive design offers many benefits. By not depending on the mobile device and operating system, only one single output channel has to be maintained, which can then adapt websites automatically on any device, thus ensuring an optimal user experience. Responsive web design is thereby more cost-efficient than developing apps. The disadvantage is that the website cannot be taken offline and no device-specific functions can be used. Despite this restriction, this flexible design concept is the way of the future. In just a few years, it is estimated that 95 percent of all new websites will be designed using responsive design.



Native Apps: Maximum user experience

Native apps are developed for optimally using existing device functions (determining location, page peels, camera, etc.) and are designed exclusively for specific devices and operating systems (e.g. iPhone or Android Tablet). Due to this focus, they offer the best possible user experience and outstanding performance, both online and offline. Because a separate app has to be programmed for each device type and operating system, this solution quickly becomes a significant cost factor for the marketing or IT budget.



Hybrid Apps: The best of both worlds

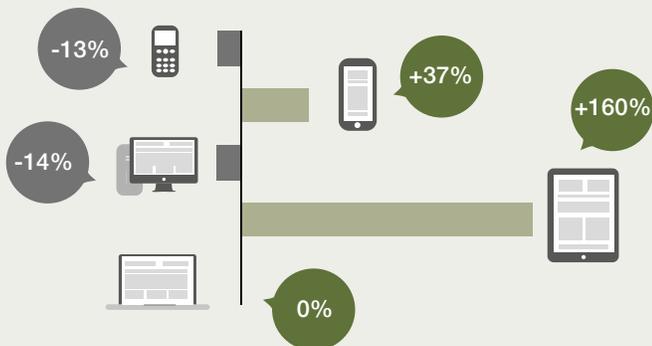
Hybrid apps are not a multi-platform solution either and have to be developed separately for each individual mobile device. However, they combine the benefits of native apps with the advantages of Web apps, so that any mobile Internet application accessed through the browser can be viewed from any mobile device. Outstanding benefits of hybrid apps include positive user experience, offline capability, and the use of individual device functions with reduced development expenses and thereby lower costs. Hybrid apps are on the rise, fact confirmed by research analysts at Gartner, who predict that half of all mobile apps will be hybrids by 2016.

Success on the Mobile Web – Simple Publication of Digital Content

Today internet users expect all elements of a successful website to be accessible with the same quality, including on mobile devices. Here such devices as smartphones and tablets, etc., play a key role. FirstSpirit offers the support you need to present your digital content on all end devices.

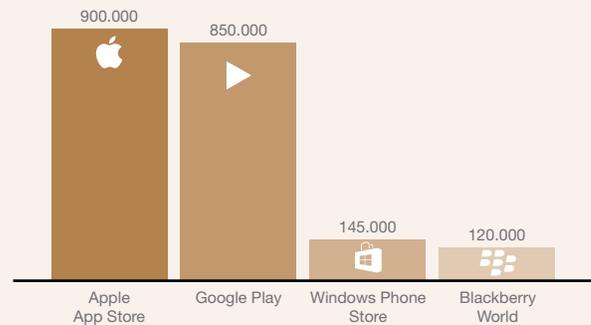
Trends in mobile Internet use (2012/2013)

Strong growth in the tablet and Smart phone sector,
Downward trend for “simple“ mobile phones and desktops



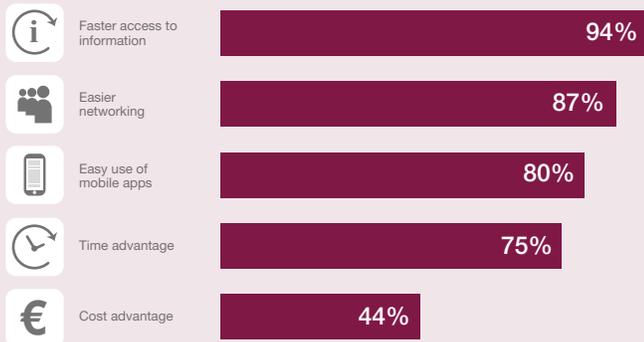
The Top App stores 2013

In 2013, more than 2 million apps were sold alone in the App stores of the four largest app sellers worldwide.



Benefits of the mobile Internet

Mobile Internet users say the biggest advantage is faster access to current information.



Top Mobile Shopping Categories

41% of smartphone owners have made a purchase from their mobile phones



FirstSpirit Customers



Sources: “Google Our Mobile Planet: Global Smartphone Users February 2012”; “Key Market Report: Trends in digital device & internet usage 2012”
“www.emarketer.com/Article/Mobile-Stakes-Its-Claim-on-Local-Search/1009801”; „www.go-globe.com, Mobile Web Traffic Statistics“

If you're interested in finding out more about getting your content into the best shape using FirstSpirit, then please contact us.