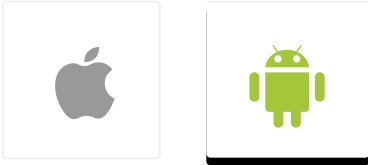


Leverage billions of data points about the mobile ecosystem to set goals and streamline the release process.

1. Select your target platform



2. Select your launch country

United States of America ▾

3. Select your iOS App Store category

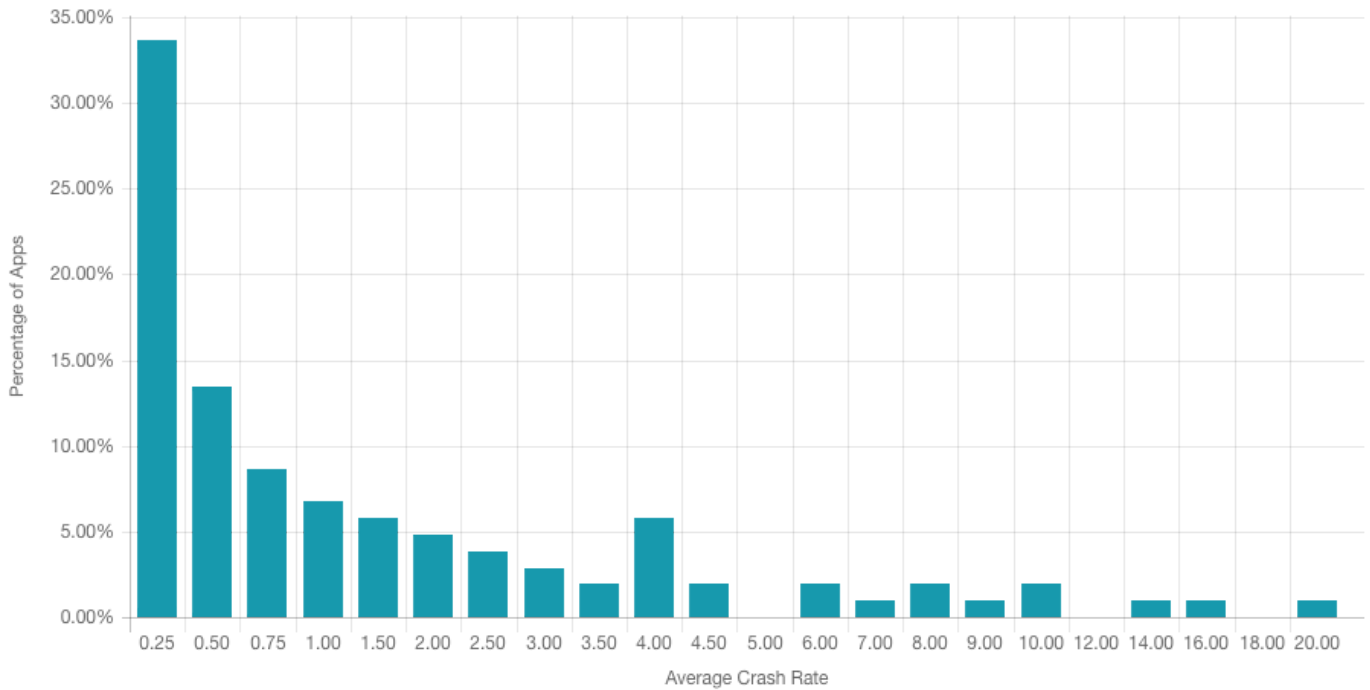
Finance ▾

Stability

Goals for crashes and errors

- iOS Finance apps have an average crash rate of 2.13%, this is 52% lower than the global average of 4.4%
- 56% of apps in this category have less than < 0.75% crash rate

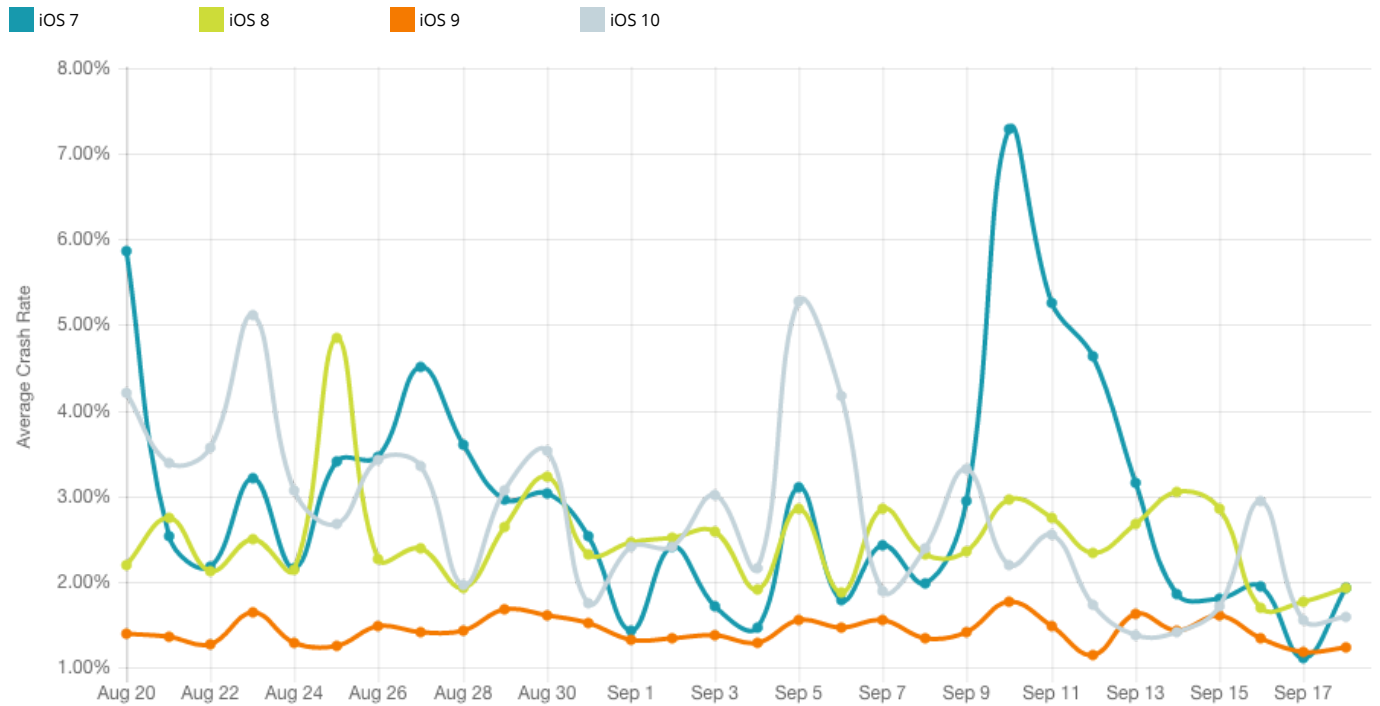
Distribution of Apps by Average Crash Rate



Data Period: 2016-08-20 to 2016-09-18

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Crash Rate by Major OS Version



Data Period: 2016-08-20 to 2016-09-18

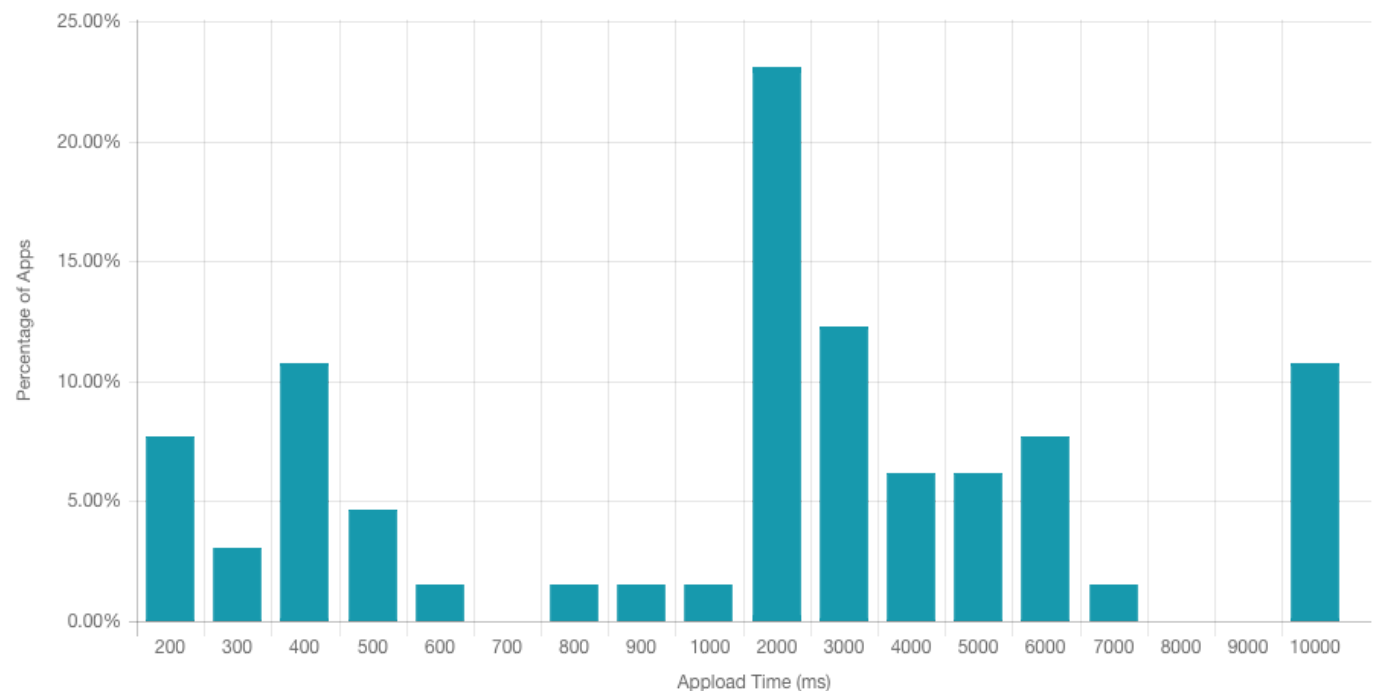
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Performance

Goals for app launch time and performance

- 55% of iOS Finance apps have a launch time of < 2.0 seconds
- The overall average launch time is 3.17 seconds.
- The average network latency in United States Of America is 270 ms, this is 49% faster than the global average of 531 ms

Distribution of Apps by Appload Time (ms)



Data Period: 2016-08-20 to 2016-09-18

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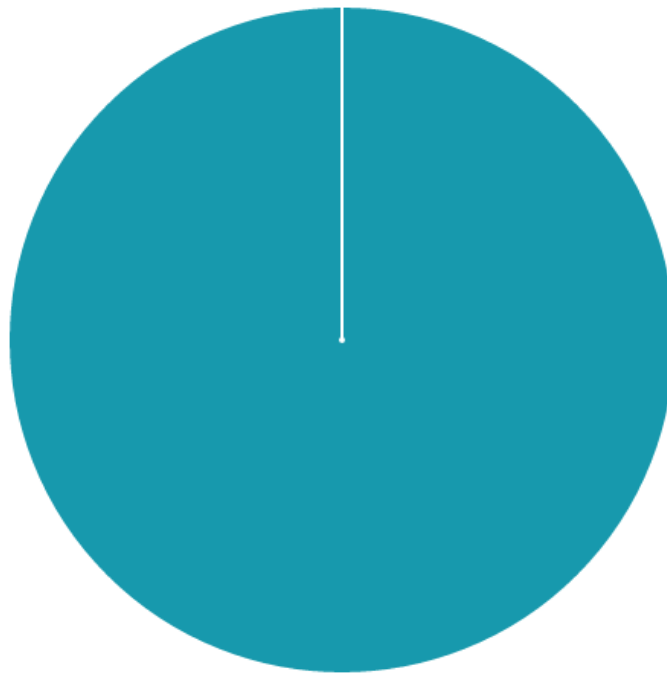
Hardware & Software Footprint

Understand configurations you must support & test, restrictions of those configurations, and adoption of new devices & operating systems.

- In United States Of America, the most popular device is the iPhone 6, the most popular operating system is iOS 9.3 with 99% usage share.
- The top 3 devices in United States Of America make up 42% of the market.
- Of the top 20 devices, the worst performing by latency are: iPhone 4s (740 ms), iPad 2 (670 ms), and the "iPad Pro 10"" (619 ms).

OS Usage by Device

■ iOS 9.3 (98.85%)



Data Period: 2016-08-20 to 2016-09-18

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Top 20 Devices in United States Of America - 98% of device usage

Rank	Device	Model	Most Popular OS	Usage Share [Ⓜ]	Avg Carrier Latency	Avg WiFi Latency
1	iPhone 6	iphone7,2 (iphone7,2)	iOS 9.3	19.45%	517 ms	368 ms
2	iPhone 6S	iphone8,1 (iphone8,1)	iOS 9.3	14.00%	497 ms	347 ms
3	iPhone 6S Plus	iphone8,2 (iphone8,2)	iOS 9.3	9.01%	490 ms	360 ms
4	iPhone 6 Plus	iphone7,1 (iphone7,1)	iOS 9.3	8.93%	528 ms	380 ms
5	iPhone 5S	iphone6,1 (iphone6,1), ...	iOS 9.3	7.08%	529 ms	411 ms
6	iPad Air 2	ipad5,3 (ipad5,3), ...	iOS 9.3	6.57%	522 ms	284 ms
7	iPad Air	ipad4,1 (ipad4,1), ...	iOS 9.3	6.02%	598 ms	323 ms
8	iPad 2	ipad2,1 (ipad2,1), ...	iOS 9.3	4.31%	670 ms	404 ms

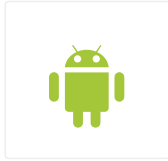
9	iPad Mini	ipad2,5 (ipad2,5), ...	iOS 9.3	3.68%	49 ms	445 ms
10	iPad Mini 2	ipad4,4 (ipad4,4), ...	iOS 9.3	3.50%	546 ms	348 ms
11	iPad 4	ipad3,4 (ipad3,4), ...	iOS 9.3	3.41%	592 ms	362 ms
12	iPhone 5C	iphone5,3 (iphone5,3), ...	iOS 9.3	2.36%	536 ms	461 ms
13	iPad 3	ipad3,1 (ipad3,1), ...	iOS 9.3	2.03%	531 ms	411 ms
14	iPhone 5	iphone5,1 (iphone5,1), ...	iOS 9.3	1.90%	507 ms	452 ms
15	iPad Pro 13	ipad6,7 (ipad6,7), ...	iOS 9.3	1.74%	510 ms	279 ms
16	iPhone SE	iphone8,4 (iphone8,4)	iOS 9.3	1.44%	497 ms	359 ms
17	iPad Pro 10	ipad6,3 (ipad6,3), ...	iOS 9.3	1.08%	619 ms	291 ms
18	iPad Mini 4	ipad5,1 (ipad5,1), ...	iOS 9.3	0.82%	502 ms	303 ms
19	iPhone 4S	iphone4,1 (iphone4,1)	iOS 9.3	0.78%	740 ms	570 ms
20	iPad Mini 3	ipad4,7 (ipad4,7), ...	iOS 9.3	0.73%	597 ms	349 ms



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Leverage billions of data points about the mobile ecosystem to set goals and streamline the release process.

1. Select your target platform



2. Select your launch country

United States of America ▾

3. Select your Google Play Store category

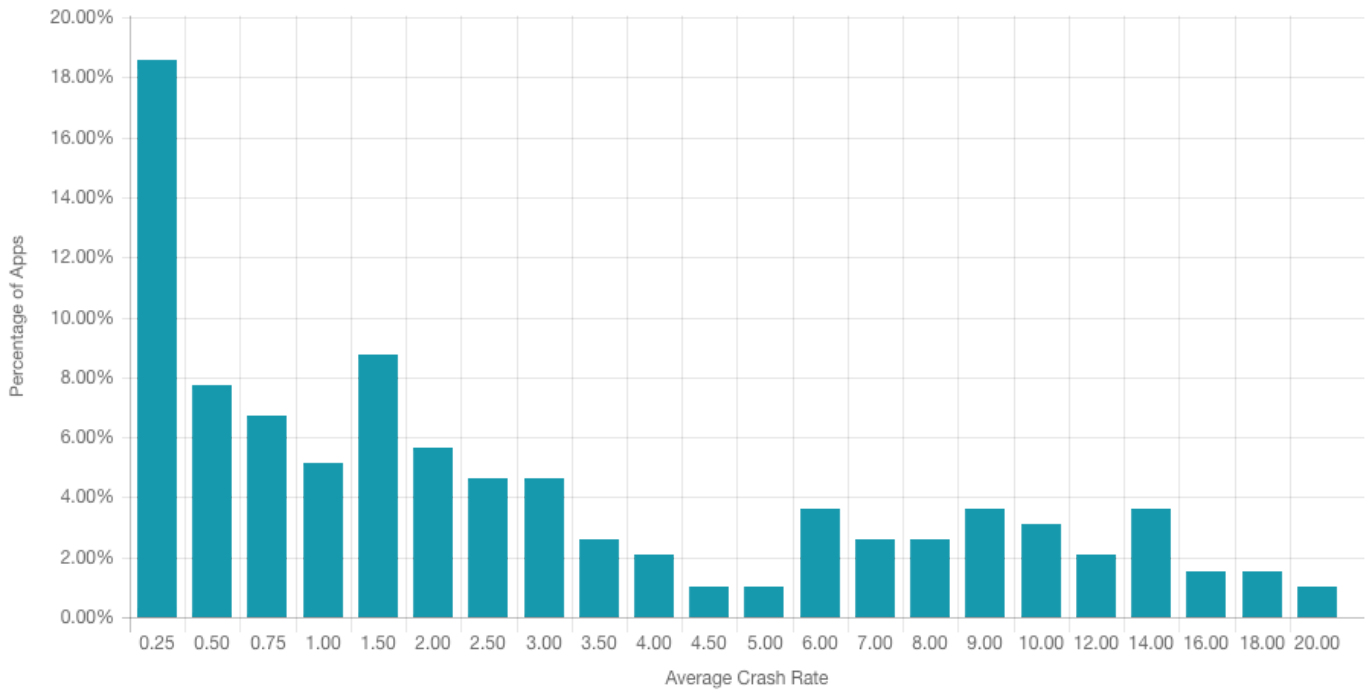
Finance ▾

Stability

Goals for crashes and errors

- Android Finance apps have an average crash rate of 3.68%, this is 39% lower than the global average of 6.01%
- 53% of apps in this category have less than < 2.0% crash rate

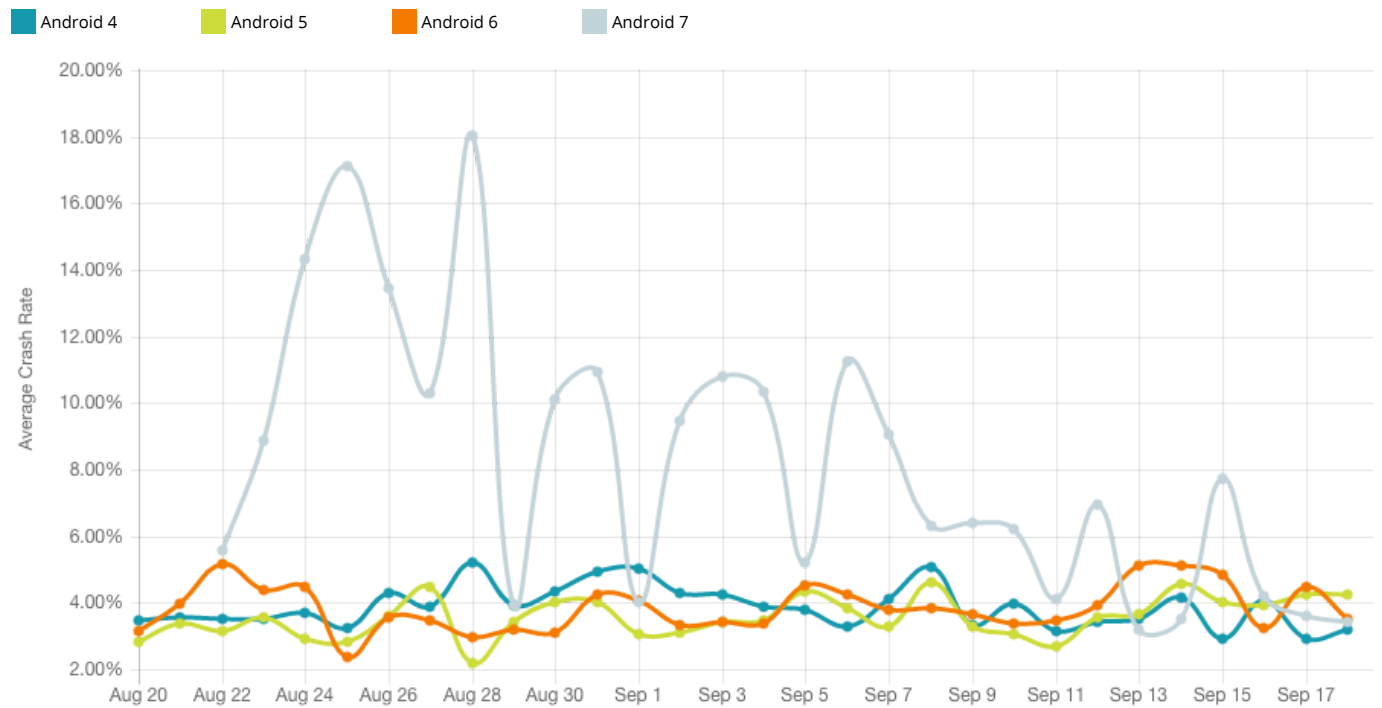
Distribution of Apps by Average Crash Rate



Data Period: 2016-08-20 to 2016-09-18

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Crash Rate by Major OS Version



Data Period: 2016-08-20 to 2016-09-18

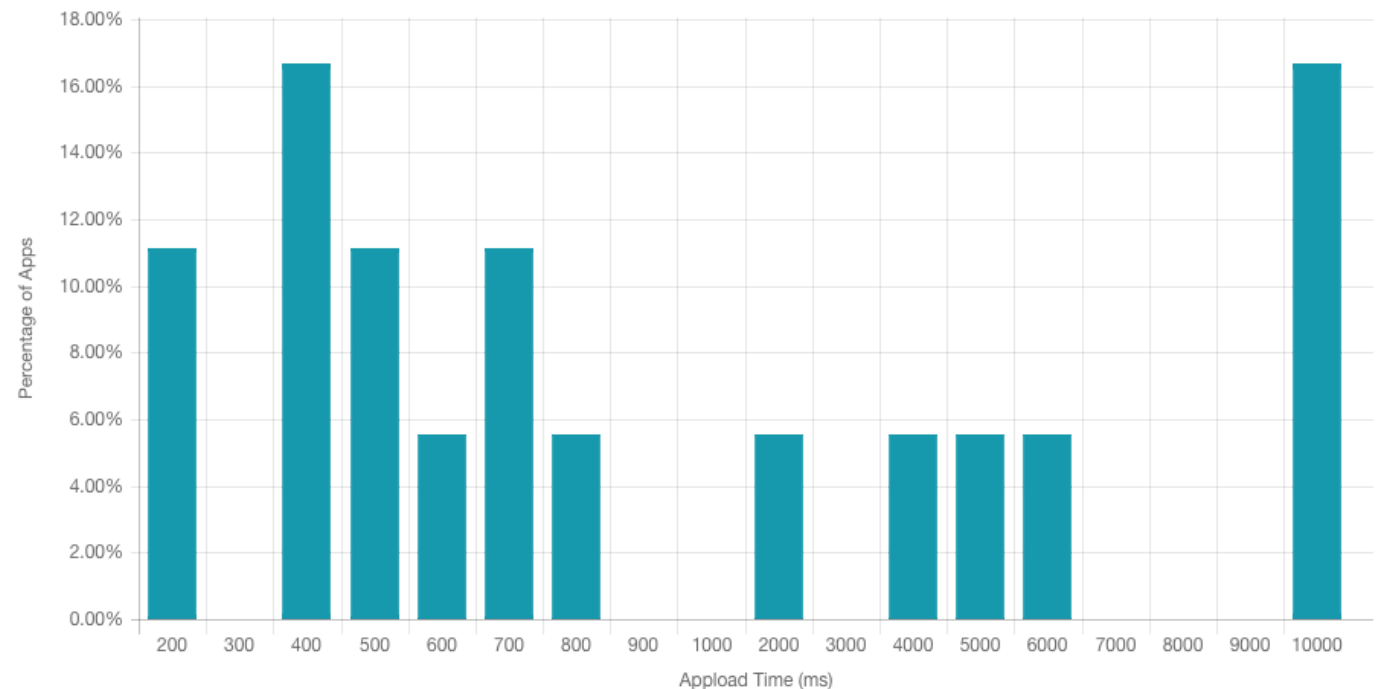
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Performance

Goals for app launch time and performance

- 56% of Android Finance apps have a launch time of < 0.7 seconds
- The overall average launch time is 2.91 seconds.
- The average network latency in United States Of America is 270 ms, this is 49% faster than the global average of 531 ms

Distribution of Apps by Appload Time (ms)



Data Period: 2016-08-20 to 2016-09-18

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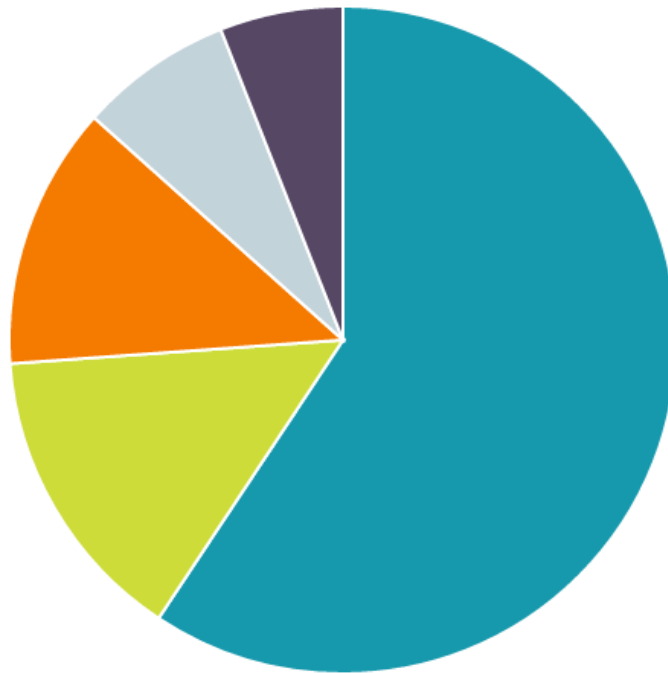
Hardware & Software Footprint

Understand configurations you must support & test, restrictions of those configurations, and adoption of new devices & operating systems.

- In United States Of America, the most popular device is the samsung galaxy s5, the most popular operating system is Android 6.0 with 34% usage share.
- The top 3 devices in United States Of America make up 18% of the market.
- Of the top 20 devices, the worst performing by latency are: samsung galaxy s3 (352 ms), samsung galaxy s4 (322 ms), and the lg g3 (310 ms).

OS Usage by Device

■ Android 6.0 (33.99%)
 ■ Android 5.0 (8.34%)
 ■ Android 4.4 (7.30%)
 ■ Android 4.1 (4.26%)
 ■ Android 5.1 (3.42%)



Data Period: 2016-08-20 to 2016-09-18

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Top 20 Devices in United States Of America - 57% of device usage

Rank	Device	Model	Most Popular OS	Usage Share (%)	Avg Carrier Latency	Avg WiFi Latency
1	Samsung Galaxy S5	SAMSUNG-SM-G900A, ...	Android 6.0	7.78%	264 ms	197 ms
2	Samsung Galaxy S6	SAMSUNG-SM-G920A, ...	Android 6.0	5.52%	246 ms	170 ms
3	Samsung Galaxy S4	GT-I9500, ...	Android 5.0	4.53%	322 ms	254 ms
4	Zte Quartz	QUARTZ	Android 4.1	4.26%	n/a ms	258 ms
5	Samsung Galaxy Note 5	SAMSUNG-SM-N920A, ...	Android 6.0	4.21%	239 ms	171 ms
6	Samsung Galaxy S7	S7, ...	Android 6.0	4.19%	222 ms	172 ms
7	Samsung Galaxy Note 3	SAMSUNG-SM-N900A, ...	Android 5.0	3.81%	295 ms	232 ms
8	Samsung Galaxy S7 Edge	SAMSUNG-SM-G935A, ...	Android 6.0	3.60%	227 ms	172 ms

9	Samsung Galaxy Note 4	SAMSUNG-SM-N910A, ...	Android 6.0	3.21%	252 ms	175 ms
10	Samsung Galaxy Core Prime	SAMSUNG-SM-G360AZ, ...	Android 4.4	2.11%	296 ms	221 ms
11	Amazon Fire (2015)	KFFOWI	Android 5.1	2.06%	n/a ms	177 ms
12	Samsung Galaxy S6 Edge	SAMSUNG-SM-G925A, ...	Android 6.0	1.60%	249 ms	171 ms
13	Samsung Galaxy S3	GT-I9300, ...	Android 4.4	1.55%	352 ms	240 ms
14	Samsung Galaxy S6 Edge+	SAMSUNG-SM-G928A, ...	Android 6.0	1.45%	241 ms	172 ms
15	Samsung Galaxy Grand Prime	SAMSUNG-SM-G530AZ, ...	Android 5.1	1.36%	308 ms	228 ms
16	Samsung Galaxy Tab 4 Nook 7.0	SM-T230NU	Android 4.4	1.34%	n/a ms	197 ms
17	Lg G Stylo	LG-H630, ...	Android 6.0	1.31%	234 ms	172 ms
18	Droid Ultra	XT1080	Android 4.4	1.15%	275 ms	229 ms
19	Samsung Galaxy Tab 3 7.0	SAMSUNG-SM-T217A, ...	Android 4.4	1.15%	266 ms	204 ms
20	Lg G3	AS985, ...	Android 6.0	1.12%	310 ms	221 ms



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