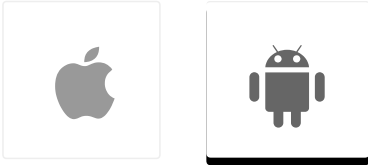


Leverage billions of data points about the mobile ecosystem to set goals and streamline the release process.

### 1. Select your target platform



### 2. Select your launch country

United States of America ▾

### 3. Select your iOS App Store category

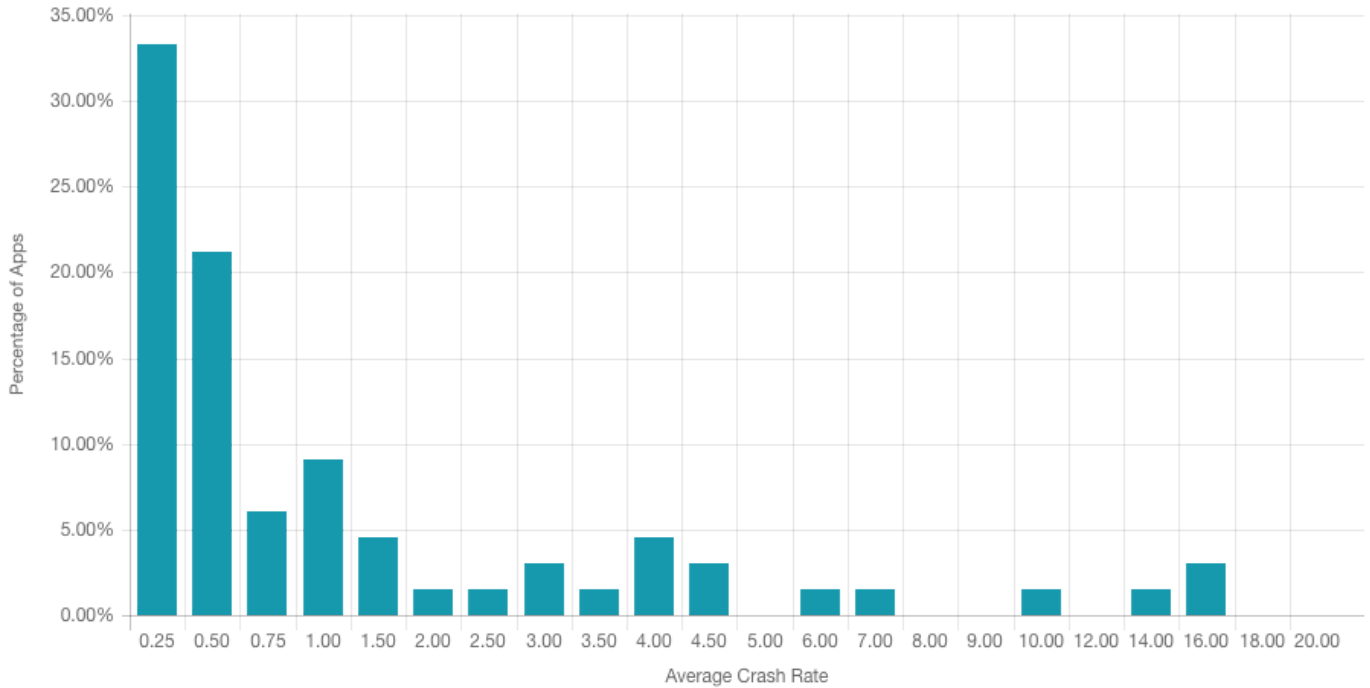
Shopping ▾

## Stability

Goals for crashes and errors

- iOS Shopping apps have an average crash rate of 1.97%, this is 56% lower than the global average of 4.44%
- 55% of apps in this category have less than < 0.5% crash rate

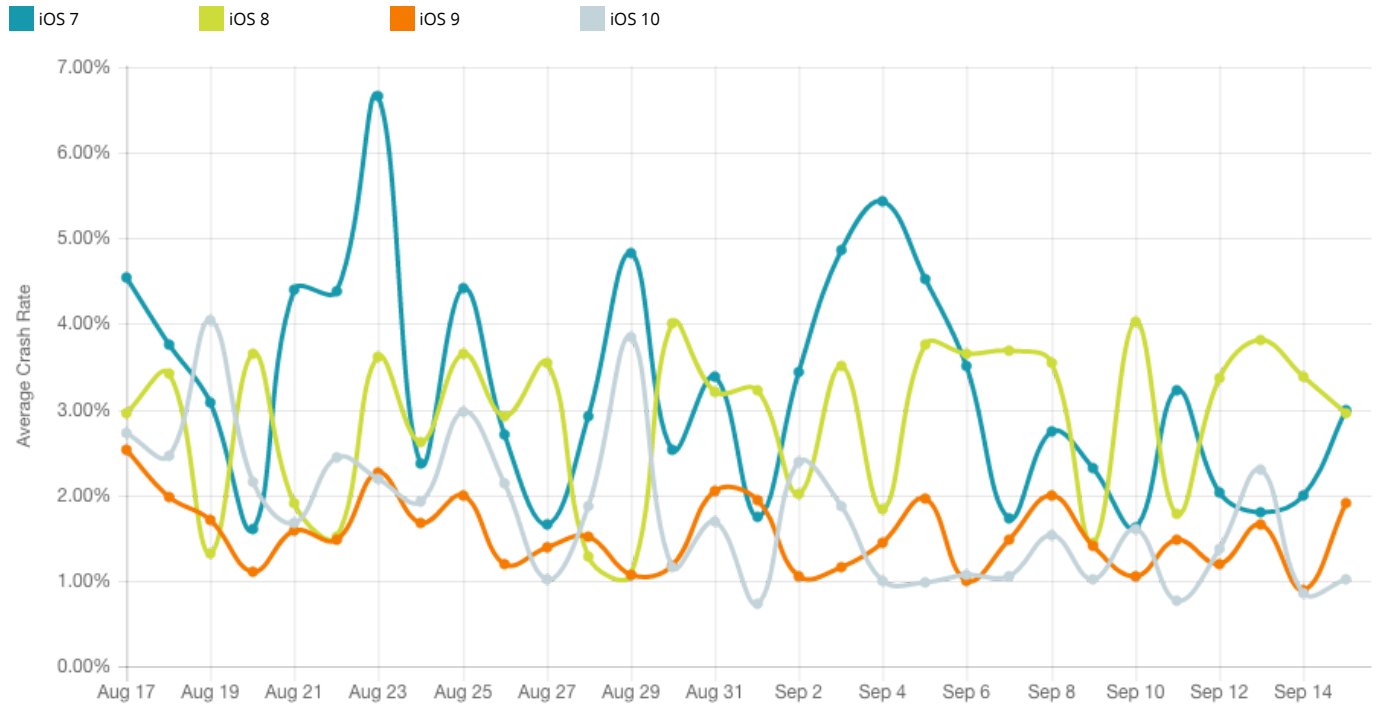
Distribution of Apps by Average Crash Rate



Data Period: 2016-08-17 to 2016-09-15

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## Crash Rate by Major OS Version



Data Period: 2016-08-17 to 2016-09-15

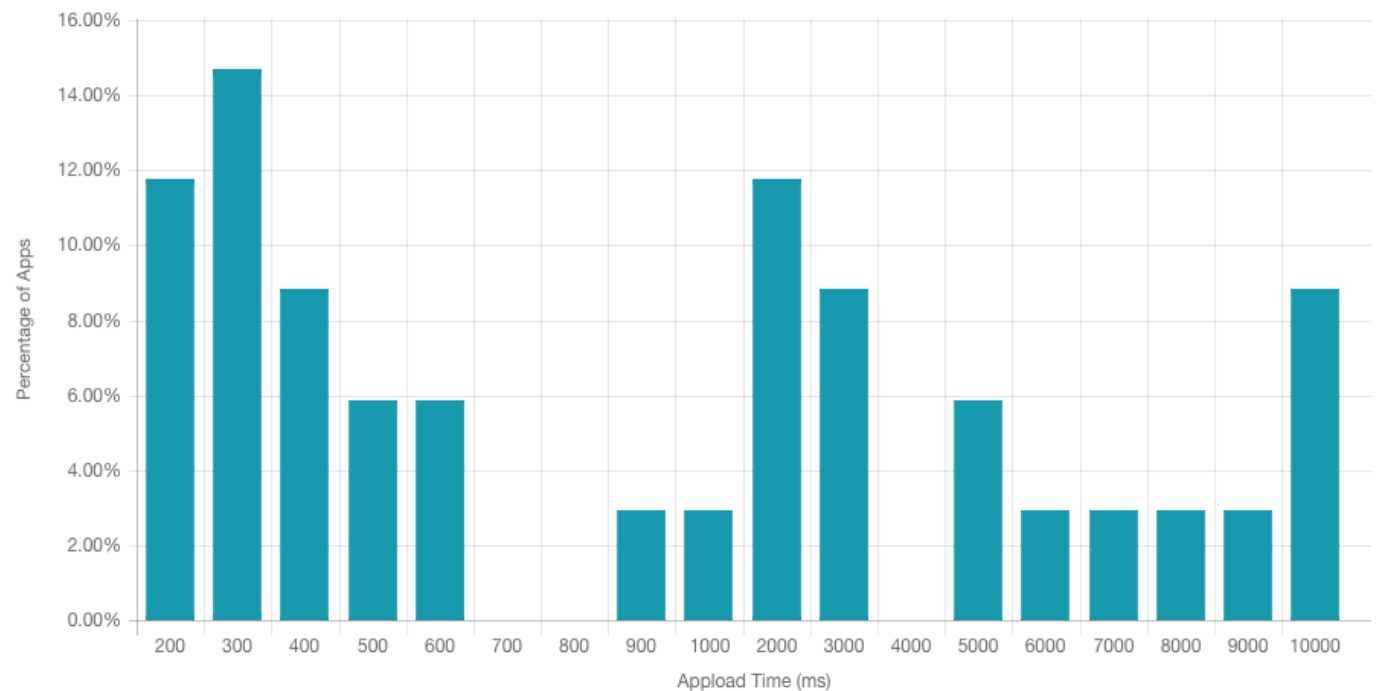
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## Performance

Goals for app launch time and performance

- 50% of iOS Shopping apps have a launch time of < 0.9 seconds
- The overall average launch time is 2.78 seconds.
- The average network latency in United States Of America is 273 ms, this is 48% faster than the global average of 526 ms

## Distribution of Apps by Appload Time (ms)



Data Period: 2016-08-17 to 2016-09-15

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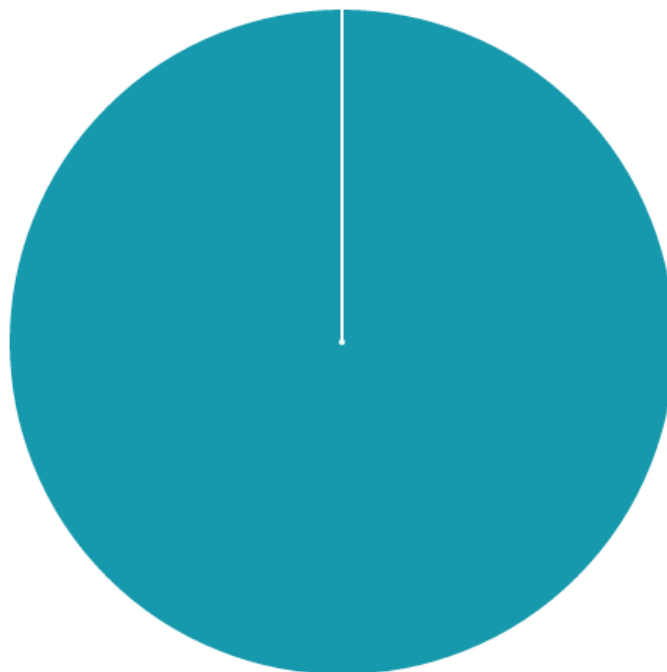
## Hardware & Software Footprint

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 43% of the market.
- Of the top 20 devices, the worst performing by latency are: iPhone 4s (795 ms), iPad 2 (637 ms), and the iPad mini 3 (615 ms).

### OS Usage by Device

■ iOS 9.3 (98.89%)



Data Period: 2016-08-17 to 2016-09-15

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

Rank	Device	Model	Most Popular OS	Usage Share <sup>Ⓜ</sup>	Avg Carrier Latency	Avg WiFi Latency
1	iPhone 6	iphone7,2 (iphone7,2)	iOS 9.3	19.62%	525 ms	367 ms
2	iPhone 6S	iphone8,1 (iphone8,1)	iOS 9.3	14.00%	496 ms	343 ms
3	iPhone 6 Plus	iphone7,1 (iphone7,1)	iOS 9.3	9.02%	532 ms	376 ms
4	iPhone 6S Plus	iphone8,2 (iphone8,2)	iOS 9.3	8.99%	490 ms	355 ms
5	iPhone 5S	iphone6,1 (iphone6,1), ...	iOS 9.3	7.11%	541 ms	412 ms
6	iPad Air 2	ipad5,3 (ipad5,3), ...	iOS 9.3	6.59%	529 ms	280 ms
7	iPad Air	ipad4,1 (ipad4,1), ...	iOS 9.3	5.90%	570 ms	329 ms
8	iPad 2	ipad2,1 (ipad2,1), ...	iOS 9.3	4.36%	637 ms	410 ms

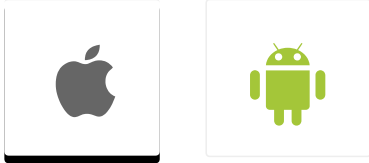
9	iPad Mini	ipad2,5 (ipad2,5), ...	iOS 9.3	3.65%	50 ms	454 ms
10	iPad 4	ipad3,4 (ipad3,4), ...	iOS 9.3	3.48%	597 ms	364 ms
11	iPad Mini 2	ipad4,4 (ipad4,4), ...	iOS 9.3	3.45%	597 ms	354 ms
12	iPhone 5C	iphone5,3 (iphone5,3), ...	iOS 9.3	2.37%	567 ms	464 ms
13	iPad 3	ipad3,1 (ipad3,1), ...	iOS 9.3	2.05%	461 ms	420 ms
14	iPhone 5	iphone5,1 (iphone5,1), ...	iOS 9.3	1.90%	545 ms	456 ms
15	iPad Pro 13	ipad6,7 (ipad6,7), ...	iOS 9.3	1.65%	508 ms	272 ms
16	iPhone SE	iphone8,4 (iphone8,4)	iOS 9.3	1.40%	504 ms	357 ms
17	iPad Pro 10	ipad6,3 (ipad6,3), ...	iOS 9.3	1.05%	613 ms	292 ms
18	iPad Mini 4	ipad5,1 (ipad5,1), ...	iOS 9.3	0.84%	589 ms	302 ms
19	iPhone 4S	iphone4,1 (iphone4,1)	iOS 9.3	0.75%	795 ms	592 ms
20	iPad Mini 3	ipad4,7 (ipad4,7), ...	iOS 9.3	0.73%	615 ms	357 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

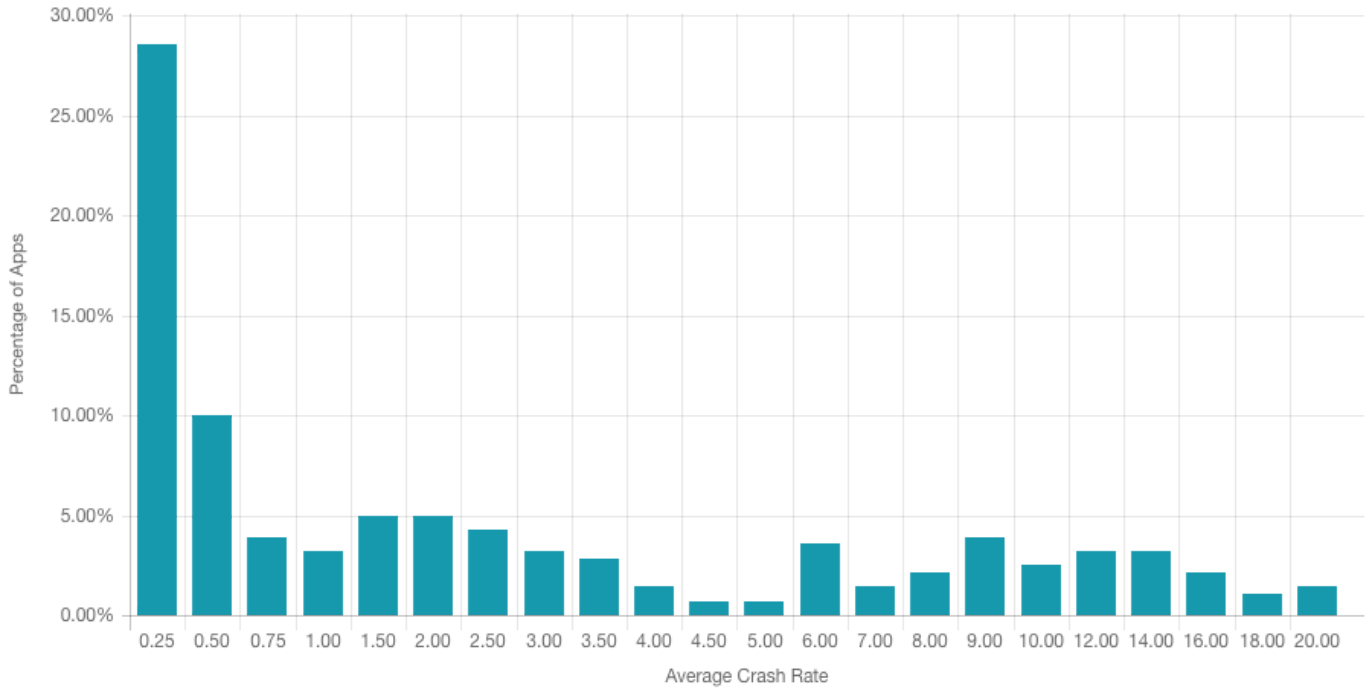
Shopping ▾

## Stability

Goals for crashes and errors

- Android Shopping apps have an average crash rate of 1.97%, this is 67% lower than the global average of 6.0%
- 55% of apps in this category have less than < 0.5% crash rate

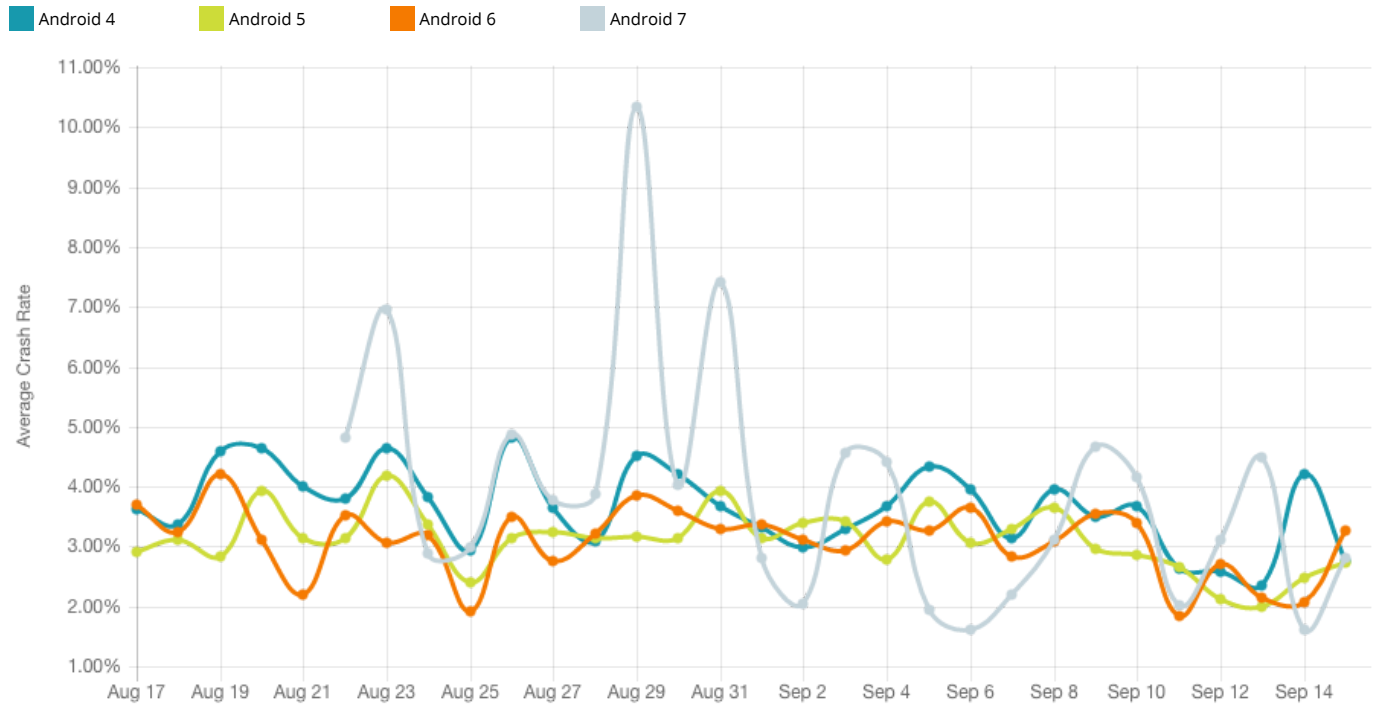
Distribution of Apps by Average Crash Rate



Data Period: 2016-08-17 to 2016-09-15

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### Crash Rate by Major OS Version



Data Period: 2016-08-17 to 2016-09-15

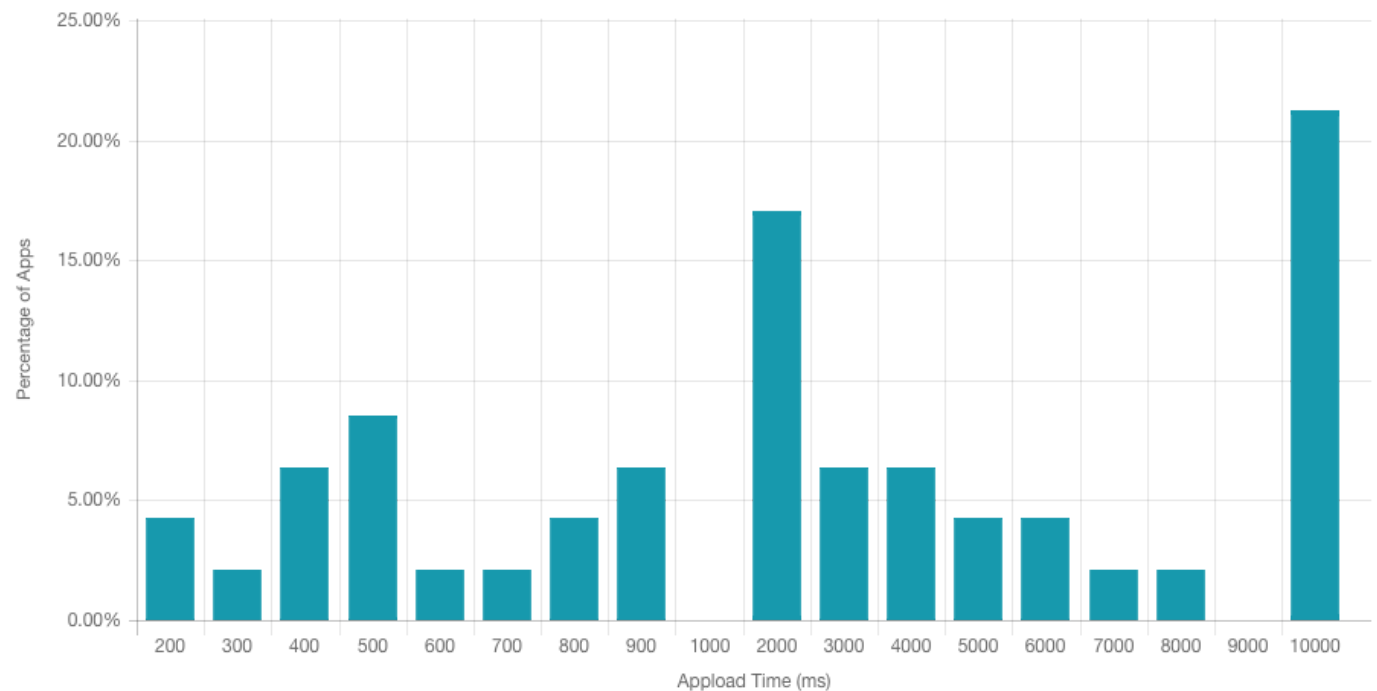
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### Performance

Goals for app launch time and performance

- 50% of Android Shopping apps have a launch time of < 0.9 seconds
- The overall average launch time is 2.78 seconds.
- The average network latency in United States Of America is 273 ms, this is 48% faster than the global average of 526 ms

### Distribution of Apps by Appload Time (ms)



Data Period: 2016-08-17 to 2016-09-15

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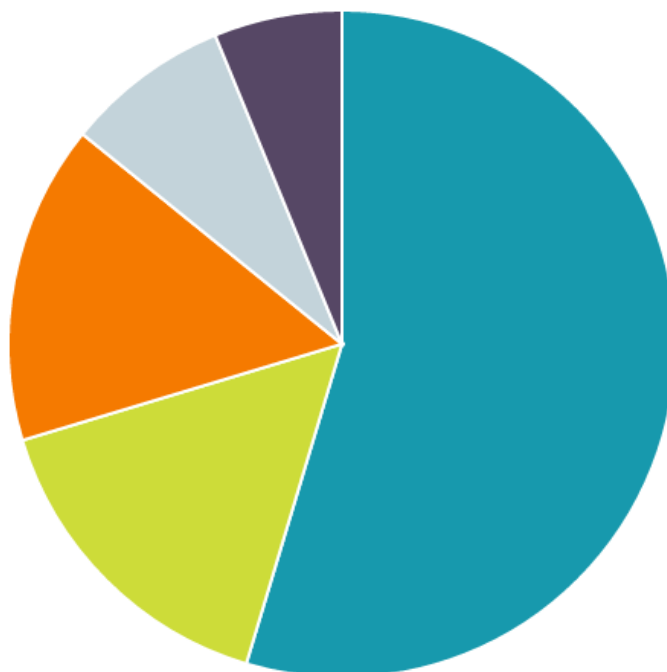
## Hardware & Software Footprint

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 31% 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 (350 ms), samsung galaxy s4 (323 ms), and the samsung galaxy grand prime (306 ms).

### OS Usage by Device

■ Android 6.0 (30.91%)
 ■ Android 4.4 (8.89%)
 ■ Android 5.0 (8.76%)
 ■ Android 4.1 (4.51%)
 ■ Android 5.1 (3.51%)



Data Period: 2016-08-17 to 2016-09-15

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### Top 20 Devices in United States Of America - 56% of device usage

Rank	Device	Model	Most Popular OS	Usage Share <sup>Ⓜ</sup>	Avg Carrier Latency	Avg WiFi Latency
1	Samsung Galaxy S5	SAMSUNG-SM-G900A, ...	Android 6.0	7.74%	267 ms	204 ms
2	Samsung Galaxy S6	SAMSUNG-SM-G920A, ...	Android 6.0	5.25%	247 ms	172 ms
3	Samsung Galaxy S4	GT-I9500, ...	Android 5.0	4.74%	323 ms	260 ms
4	Zte Quartz	QUARTZ	Android 4.1	4.51%	n/a ms	263 ms
5	Samsung Galaxy Note 3	SAMSUNG-SM-N900A, ...	Android 5.0	4.02%	298 ms	239 ms
6	Samsung Galaxy S7	SAMSUNG-SM-G930A, ...	Android 6.0	3.93%	222 ms	174 ms
7	Samsung Galaxy Note 5	SAMSUNG-SM-N920A, ...	Android 6.0	3.86%	241 ms	171 ms
8	Samsung Galaxy S7 Edge	SAMSUNG-SM-G935A, ...	Android 6.0	3.15%	225 ms	176 ms

9	Samsung Galaxy Note 4	SAMSUNG-SM-N910A, ...	Android 6.0	2.96%	254 ms	181 ms
10	Amazon Fire (2015)	KFFOWI	Android 5.1	2.18%	n/a ms	175 ms
11	Samsung Galaxy Core Prime	SAMSUNG-SM-G360AZ, ...	Android 4.4	2.13%	295 ms	231 ms
12	Samsung Galaxy S3	GT-I9300, ...	Android 4.4	1.62%	350 ms	241 ms
13	Samsung Galaxy Tab 4 Nook 7.0	SM-T230NU	Android 4.4	1.50%	n/a ms	206 ms
14	Samsung Galaxy S6 Edge	SAMSUNG-SM-G925A, ...	Android 6.0	1.50%	248 ms	176 ms
15	Samsung Galaxy Grand Prime	SAMSUNG-SM-G530AZ, ...	Android 5.1	1.33%	306 ms	238 ms
16	Samsung Galaxy S6 Edge+	SAMSUNG-SM-G928A, ...	Android 6.0	1.30%	240 ms	177 ms
17	Samsung Galaxy Tab 3 7.0	SAMSUNG-SM-T217A, ...	Android 4.4	1.23%	277 ms	206 ms
18	Lg G Stylo	LG-H630, ...	Android 6.0	1.23%	236 ms	174 ms
19	Droid Ultra	XT1080	Android 4.4	1.22%	273 ms	232 ms
20	Amazon Kindle Fire Hdx 7 (2013)	KFTHWA, ...	Android 4.4	1.19%	216 ms	197 ms



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