

STRATEGY

CRO for Mobile Apps vs Mobile Web: Where Should Indian Businesses Focus?

Key insights and actionable frameworks

01

The Context

How Mobile App CRO Differs from Mobile Web CRO

The primary difference between the two channels lies in user intent and commitment level. Mobile web visitors are usually exploring options. They may have discovered your brand through a search query or advertisement and are still evaluating alternatives.

When Businesses Should Prioritize Mobile Web CRO

Mobile web optimization should take priority when:

- Most traffic comes from search engines or paid ads.
- The business relies on lead generation.
- Customers compare multiple providers before buying.

01

When Businesses Should Prioritize App CRO

App optimization becomes more important when: •
The company has a large installed user base.

02

Measuring CRO Success Across Mobile Channels

To evaluate performance effectively, businesses must track metrics separately for mobile web and mobile apps.

03

Conclusion

Mobile CRO strategies must align with user behavior and business objectives.

03 Key Pillars

04

Frequently Asked Questions

What percentage of internet traffic in India comes from mobile devices? Approximately 70–80% of web traffic in India originates from mobile devices, m

Ready to Take Action?

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