

# Keys to a Successful Member Mobile App

## Why Associations Need a Mobile App

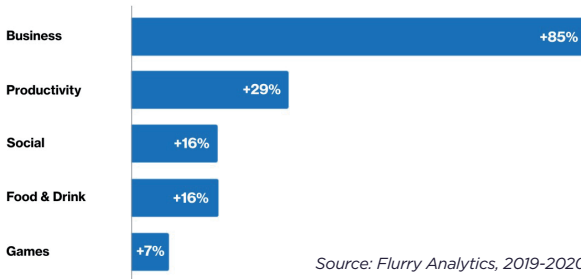
Making your association indispensable to your members means delivering value year-round – relevant, timely content and opportunities for members to connect – in an accessible way.

Survey data from Flurry Analytics and others show a consistent **rise in mobile app usage and decline in desktop usage** over the past several years. Most notable for associations is the **significant growth of business apps** from 2019-20, far outpacing social and personal-use apps.

More and more members are relying on mobile apps instead of websites to accomplish their professional needs. And the circumstances of 2020-21 showed associations just how vital direct communication with members was. Associations with **mobile apps were able to continue to serve their members** through this challenging time.

### Top Mobile App Categories by Growth Worldwide

% Change in Sessions Per User from 2019 to 2020



**5 hours**  
members spend 5 hours a day on their mobile devices

**92%**  
92% of that time is spent using apps