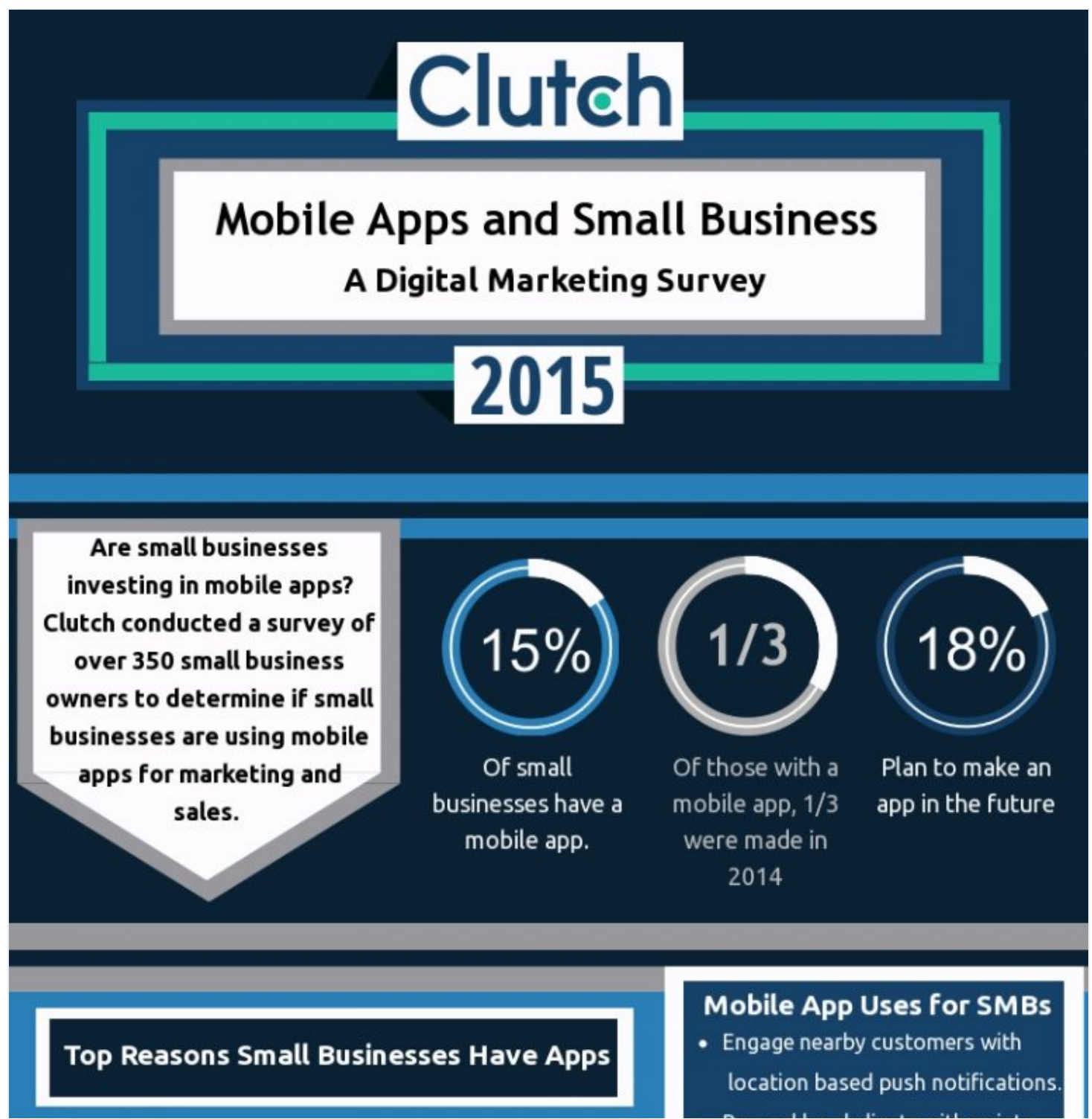


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considering developing one in 2015 or later, according to a new survey.

Isaac M. O'Bannon • Jun. 01, 2015

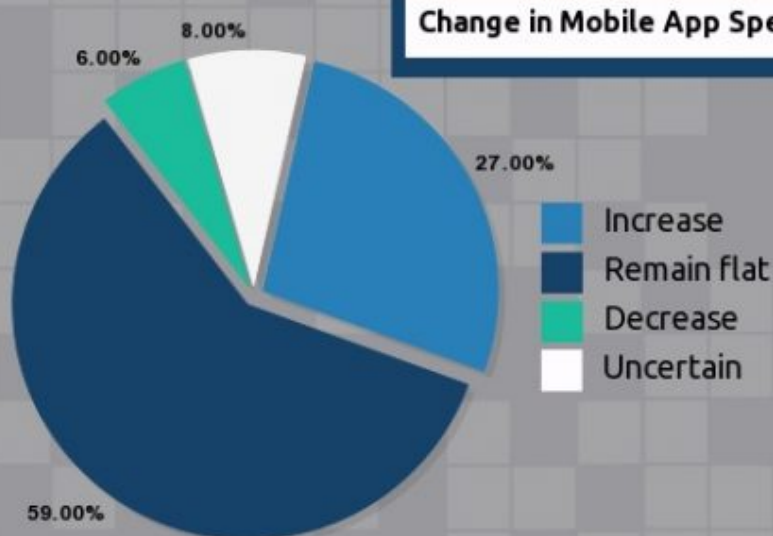


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Spending on Mobile Apps 2014 to 2015

Those that already have a mobile app were surveyed on how they plan to change their spending to maintain, update, and/or market their app in 2015.

**8%**

Likely to create a wearable app in the future.

Unlikely to create a wearable app in the future

76%**16%**

Uncertain if will build a wearable app in the future

Wearable Apps?

Wearables are the newest innovation that apps can be built for. Have small businesses considered building a wearable app? The survey results overwhelmingly indicated that there is little interest from small businesses in building a wearable app.

Overall, the survey showed that small businesses have had increasing interest in creating a mobile app. A mobile app can be very useful to a small business and can help increase sales and improve marketing tactics. Mobile app experts commented on the usefulness of a small business app in the full article that can be found here:

<http://clutch.co/app-development/mobile-apps-2015-small-business-survey>

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in the future.

“Consumers are using mobile apps to research locations to shop, eat, play and relax – and it’s up to businesses to be where their audience is,” noted Krista McLandress, marketing manager at app development software company [AppsBuilder](#). “Most businesses understand that a mobile-friendly or responsive website is imperative to their business, but many still lag behind adopting a mobile app strategy.”

Clutch’s survey also examined the key reasons why small businesses are building apps. The number one reason—selected by 76 percent of respondents—is to improve customer service.

“The most successful small businesses know that the single deciding factor for them as a competitor is making sure that their loyal customers are treated well and want to keep coming back,” stated Shira Anderson, marketing manager of DIY app solution [Como](#). “That is what mobile apps do best. Mobile apps allow you to really reward your loyal customers with a certain exclusivity and intimacy that isn’t available on any other channel.”

The mobile apps report is the final of four segments Clutch has published examining the results of their first annual small business survey. Earlier pieces examined small business online marketing, web design, and social media. To collect the data, Clutch analysts gathered over 350 survey responses from small business owners and managers distributed across the US.

The full report can be found at <https://clutch.co/app-development/mobile-apps-2015-small-business-survey>.

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