WELCOME
Mobile Applications Testing

SERVICES

Cloud Services and Infrastructure

Analytics

Testing and Monitoring

M-Commerce Platforms

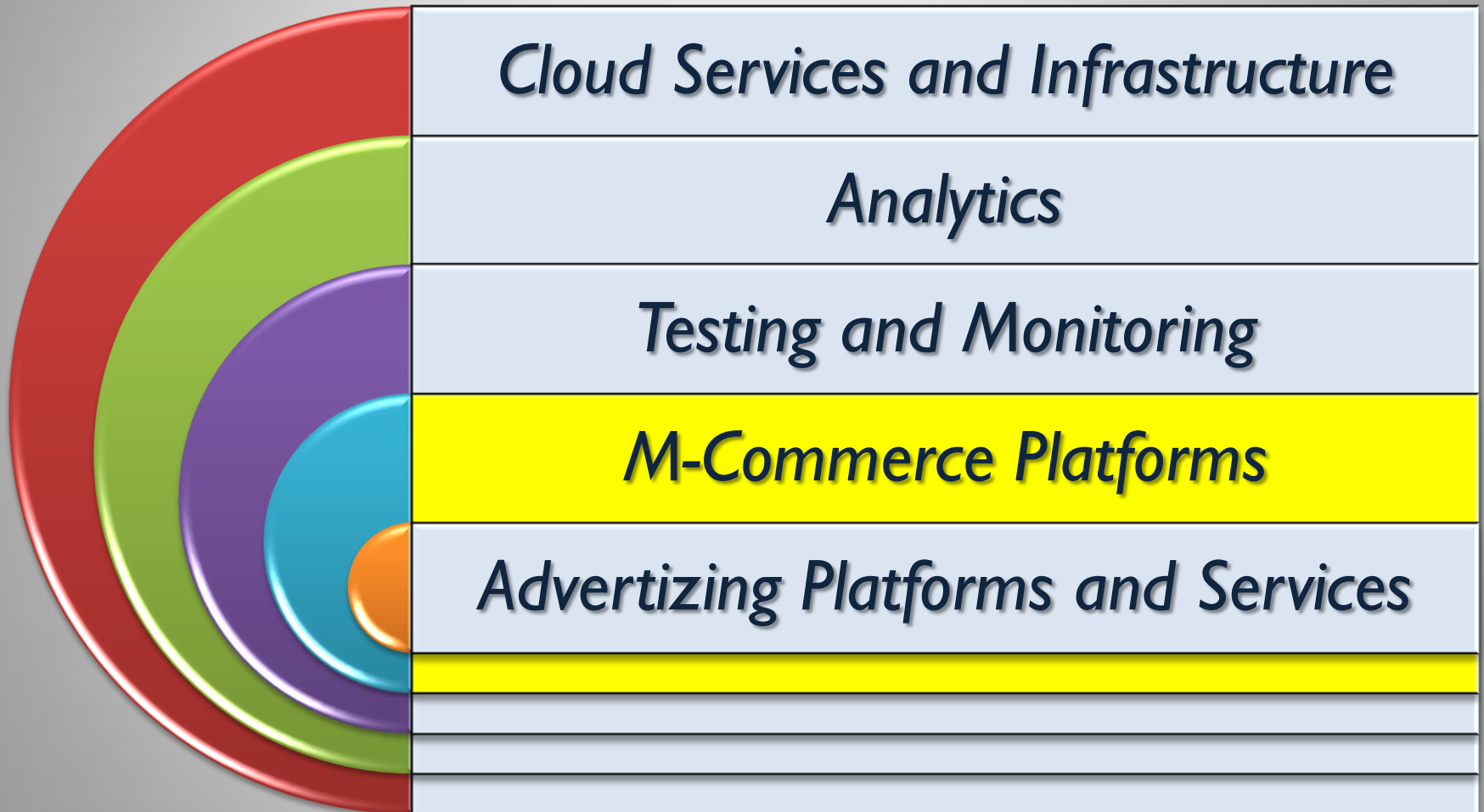Advertizing Platforms and Services

SERVICES :
M-Commerce Platforms

Mobile e-commerce (m-commerce) is a term that describes online sales transactions that use wireless electronic devices such as hand-held computers, mobile phones or laptops.

SERVICES :
M-Commerce Platforms

PROS

- Increased access to user data (e.g. by requesting Facebook login).
- Better use of the screen (not inside the browser window).
- Better use of smartphone features/tools (e.g. camera, GPS).
- Can access without an internet connection, using 4G for example.
- More control on how it is being shown.

CONS

- Apps need to be downloaded.
- Apps need to be upgraded.
- There is a low repeated usage of apps.
- Needs to be built for each platform (iOS, Android, Windows).
- Needs to be right the first time – reviews stay "forever".

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Advertizing Platforms and Services

SERVICES :
Mobile Advertising Platforms

- Mobile Advertising Platform is a third-party network that allows advertisers to publish text, graphic or animated advertisements on mobile websites and applications.

What does Mobile Advertising Platform mean?

SERVICES :
Mobile Advertising Platforms

PROS

CONS

Effective advertisements

Location based advertising

More options

Lack of actual data on behavior

Privacy Concerns

Cost of adaptation

Mobile Applications Testing
☺ You have survived part I ☺