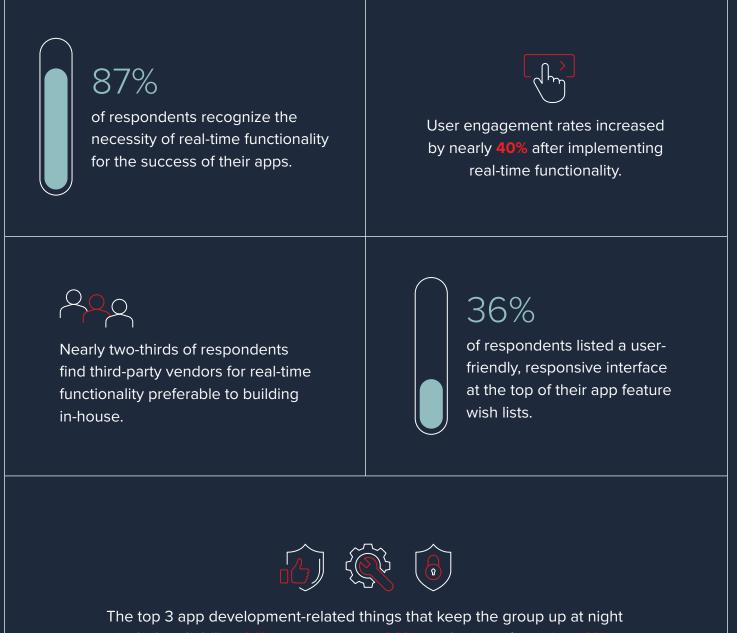# PubNub

We asked 600 app-development professionals questions about the evolving landscape of app usage and the challenges faced by app development teams in meeting user expectations. These are some of the highlights.

87%
of respondents recognize the necessity of real-time functionality for the success of their apps.

User engagement rates increased by nearly **40%** after implementing real-time functionality.

Nearly two-thirds of respondents find third-party vendors for real-time functionality preferable to building in-house.

36%
of respondents listed a user-friendly, responsive interface at the top of their app feature wish lists.

The top 3 app development-related things that keep the group up at night include reliability **(21%)**, maintenance **(20%)**, and privacy/security **(18%)**.

API key generation **(17%)** topped the list of API security concerns, followed by wrong server security **(16%)** and accidental key exposure **(15%)**.

The top three technologies on companies' roadmaps are Cybersecurity **(23%)**, Real-Time Features **(22%)**, and AI/Machine Learning **(21%)**.

36%
of respondents plan to add AI to their existing applications, while **25%** intend to develop new AI-related apps in the next 8-12 months.

Curious about the other questions we asked—and they answered?

Download a complimentary copy of the report today. >