

# Mobile vs. Web: How well do teams understand each?

We wanted to find out what kinds of data teams use for building digital experiences. So we asked them! [Get your copy of Data Decoded: The Heap Digital Insights Report 2023.](#)

## There's no denying it: Mobile is the new frontier.

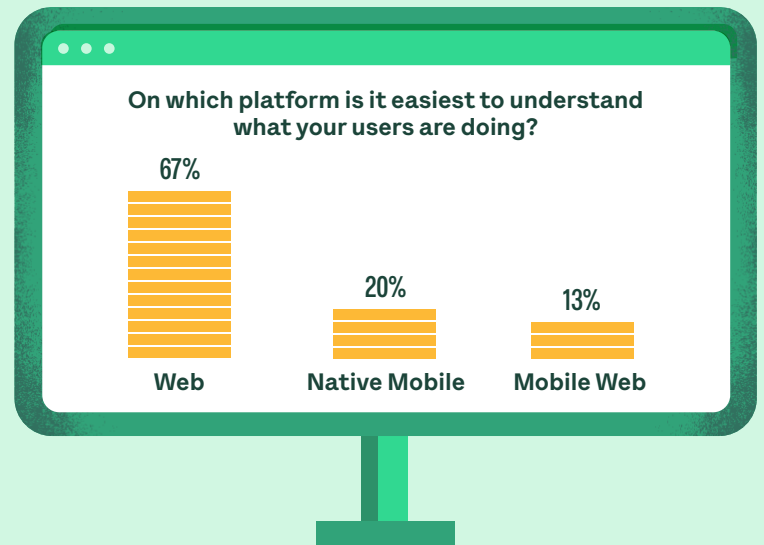
We wanted to know how teams are dealing with the challenges of mobile. Mobile behavior is vastly different from web behavior, and mobile users have a completely different set of expectations.

- Phones are small. Like, really small.
- Text space is limited
- Graphics load differently
- There's way more functionality to account for

Plus, people use their phones and tablets in more unique ways. They swipe as well as type. They go online and offline, between wi-fi and cellular data, switching from portrait to landscape modes.

All of this can make it harder to track equivalent metrics across platforms.

## What we found:



It's no surprise that the majority of teams are most comfortable tracking web users. A full 80% of teams with native mobile apps say they don't truly know what mobile users are doing!

What is encouraging is that 33% of teams find it easier to understand what's happening on some version of mobile. As analytics tools improve, we predict this number will increase.

**The takeaway: Consumers love mobile!  
But teams haven't caught up yet.**

This complexity is only going to increase. The good news is, so will the ability to understand it. As support for mobile grows, we expect these ratios to improve.

# Building and iterating on mobile requires new analytics tools

## INSIGHT

The fact that few teams can track mobile well means opportunity! The teams and companies first to employ mobile analytics effectively will have a huge advantage.


## The problem: for most mobile teams, analytics are stuck in 2015

Today's analytics let web teams, PMs, and engineers nearly see into the future. Mobile teams? They're practically working by candlelight.

- Tracking is hard to implement everywhere. But it's especially hard on mobile.
- Tracking behavior on multiple platforms gets complicated. Almost immediately.

What do teams do instead?

- They use web behavioral data and assume users do the same things on mobile. Of course, we all know these assumptions rarely hold up.
- They use data, like log-in records, that's not meant for product development. Which puts your understandings pretty far behind.
- They create crazy complicated tracking strategies. Those rarely last.

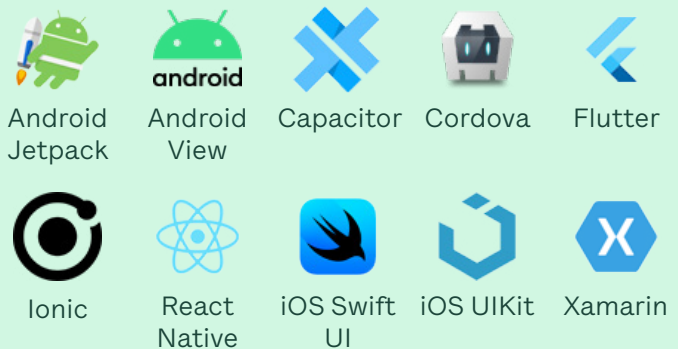


If "know your user" is the first rule in building products, mobile teams are still mostly left in the dark.

## The good news

Analytics platforms are finally catching up. They're increasing their available SDKs and building in mobile-specific data science to show teams where to direct their attention.

### Heap's mobile SDKs



With these new tools, teams can finally

- Observe how users behave on their mobile devices
- See the full customer journey
- Know which features work best across platforms
- Make quick decisions backed by data

Web teams are used to this, but mobile teams ALSO want to build killer products and experiences, and give users an experience that works exactly the way they want to use it. The tools to help them are on their way.



## Interested in more insights like this?

We ran a deep dive into how digital experience teams work, including data, tools, metrics, processes, and problems. Get your copy of [Data Decoded: The Heap Digital Insights Report 2023](#).