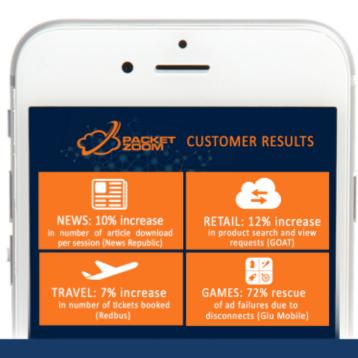# We boost mobile app performance, increase engagement and in-app revenue by improving reliability of content delivery

The PacketZoom Difference

- The first smart, reliable in-app technology to boost app performance, increase user engagement and monetization.
- Enhances your CDN by removing network roadblocks rooted in the last mobile mile.
- Speeds up static and dynamic content, API calls and 3rd party SDK requests.
- The only solution that rescues connections and ensures high session quality.
- SDK integrates in minutes, requires no changes to app or infrastructure.
- Unprecedented operational monitoring and real-time control.

The PacketZoom ROI

- 2x - 3x content download speedup
- 65%- 90% session assurance
- 50% - 80% CDN savings, allowing close to zero cost increment

The PacketZoom Features

Throughput Optimization
Makes better transport decisions compared to web, factors in the continuously-changing mobile network conditions.

Session Assurance
Avoids disconnects even when users move between different networks and in-out of dead zones.

Network Knowledge Engine
Leverages big data network profiling to make intelligent routing and protocol optimization decisions in the last mile.

Fail Forward Design
Optimization is off unless servers are available and quick to respond. If anything goes wrong, the original network configuration takes over.

Smart Cache
In-app and server caching technology delivers content faster while reducing CDN cost.

PACKET ZOOM CUSTOMER RESULTS

NEWS: 10% increase in number of article download per session (News Republic)

RETAIL: 12% increase in product search and view requests (GOAT)

TRAVEL: 7% increase in number of tickets booked (Redbus)

GAMES: 72% rescue of ad failures due to disconnects (Glu Mobile)