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Survival of the Fittest: New eVoice SMB Survey Uncovers Evolving Trends in Mobile Apps for Business

Nearly 50 Percent of SMB Respondents Report Communication Apps Are the Most Critical for Running a Business; App Fatigue Making Users More Selective

LOS ANGELES, CA -- (Marketwired) -- 02/26/14 -- eVoice®, a virtual phone service for small business and brand of j2 Global®, Inc., today released results of a new survey revealing evolving trends in mobile app usage among small business professionals who use eVoice. In general, the survey found that SMBs are choosy about what apps they download and less patient with apps that glitch or don't work as promoted.

According to the survey, nearly 50 percent of those surveyed said communication apps are the most important type of app for their business. More than 1 in 4 survey respondents (27 percent) have between 6-10 business apps on their mobile device, but nearly half (44 percent) are more selective and only have between 1 and 5 business apps on their phone. Users appear to remain skeptical of the value of the apps they download, with nearly half (45 percent) claiming they only pay for between 1 to 10 percent of the business apps on their mobile device.

Why download another mobile app? New survey sheds light.

Thirty-seven percent of SMB respondents reported knowing within one week whether or not a business app is useful, and the number one reason SMBs delete an app from their mobile device is that the app doesn't work or perform as claimed.

So, which apps are most fit for business?

- Nearly 50 percent of SMBs surveyed report communication apps such as Skype or eVoice® are the most important type of app to their business.
- Productivity apps such as Evernote and education/reference apps such as Lumosity rank second and third, respectively.
- 55 percent of SMBs surveyed report they turn to entertainment apps like YouTube, Hulu and Netflix when they need a break from work.
- Only two percent of SMBs surveyed report turning towards dating apps like Match.com and OkCupid as a distraction.

Freemium often leads to premium, survey finds.

- Apps with a freemium model are more likely to receive purchases than apps without; 39 percent of SMBs surveyed say they'll consider paying for a business app after using the freemium app version.
- Meanwhile, nearly 19 percent of SMBs surveyed would consider paying for a business app and nearly 11 percent of SMBs surveyed would very likely pay for a business app, and only 4 percent report that they will never pay for a business app at all.

Only the strong survive:

Given the growing number of available apps, the requirements to become a "favored" app are more stringent than ever. Here are a few findings the survey uncovered for obtaining must-have status.

- *Must play well with others:* Apps may be deleted if they crash or don't integrate with business process or protocol.
- *Constantly evolving:* 47 percent of respondents saying that they always download updates.
- *Not suitable for business:* The number one reason SMBs delete an app from their mobile device? Because the app doesn't work or do what they thought it would.
- *It's not me, it's you:* 37 percent of SMBs surveyed report knowing within one week whether or not a business app is right for them, and more than one-fourth of respondents will skip downloading an update if it takes too long.

The evolution of the phablet

SMB respondents welcome the phablet trend: 42 percent of SMBs surveyed would consider purchasing a phablet for business, but only 5 percent of SMBs surveyed report owning a phablet.

Outside the boardroom: SMBs lust for the Internet of Things

When it comes to using apps on other platforms, SMBs are most interested in using apps in the car (36 percent), followed by wearable technology (35 percent) and fitness equipment apps (17 percent).

"Considering the productivity benefits, it's not surprising that business professionals are embracing the benefits of mobile apps," said Mike Pugh, Vice President of Marketing for j2 Global®. "As this trend continues, we expect to see a greater interest in business productivity tools, which is why we're continually improving the features available with our eVoice® and eFax® mobile apps. As a leading provider of Cloud Services for business, we remain committed to new solutions to support the needs of mobile business professionals."

See an info graphic of the survey [here](#). For a summary of the survey results, click [here](#).

About the survey

Survey was fielded to 583 eVoice® customers and focused on SMB app priorities, such as app usage, importance and thoughts on current app trends.

About eVoice®

eVoice® - "A Better Way to Connect," is a brand and trademark of j2 Global (NASDAQ: JCOM.) A leading virtual phone service that helps small businesses manage incoming calls cost effectively with features normally only available with an expensive PBX phone system. eVoice is online at www.evoice.com.

About j2 Global®

j2 Global, Inc. (NASDAQ: JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications, and CRM solutions. It markets its services principally under the brand names [eFax®](#), [eVoice®](#), [FuseMail®](#), [Campaigner®](#), [CampaignerCRM™](#), [KeptItSafe®](#), and [Onebox®](#) and operates a messaging network spanning 49 countries on six continents. The Digital Media Division, consists of [Ziff Davis, Inc.](#), which offers technology, gaming and lifestyle content through its digital properties, which include [PCMag.com](#), [IGN.com](#), [AskMen.com](#), [Toolbox.com](#) and others. Ziff Davis also operates [NetShelter](#) Powered by [BuyerBase®](#), an advanced digital and ad targeting platform, and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2013, j2 Global had achieved 18 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

PDF Attachment Available: http://home.evoice.com/eVoice_infographic/eVoice_survival-of-the-fittest-infographic.pdf

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