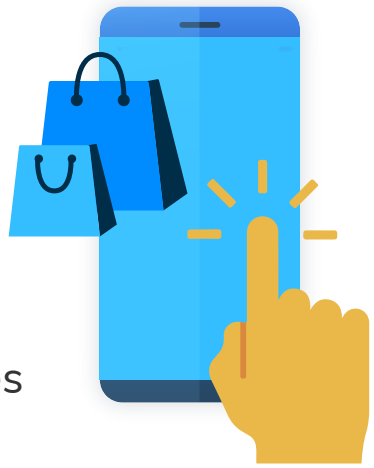
Consumer

NowSecure®

Retailers Must Manage Mobile AppSec Risk to Grow

Security and privacy vulnerabilities can compromise popular consumer brands.



Today, mobile commerce accounts for nearly half of all ecommerce sales in the United States.[1] mCommerce app features such as single-click purchases, chatbots and augmented reality ease the buying experience and drive sales.

Consumers expect retailers, restaurants, travel and hospitality companies to reward loyalty and deliver a safe, seamless mobile app user experience. Users want control over their data and won't hesitate to abandon mobile apps that compromise their privacy. Developing mobile apps rife with security and privacy issues can sink sales and severely damage the business.

Mobile Apps Revolutionize Retail

Consumers increasingly tap smartphones and tablets to access digital storefronts, accelerating sales and boosting conversion.

> $1 trillion
2022 digital retail spending[2]

5 hours, 2 minutes
Average daily time spent in mobile apps per user[3]

639%
Growth in KFC mobile app downloads in 2022[4]

Mobile Dominates Retail Revenue

Share of time spent in mobile app vs website[5]

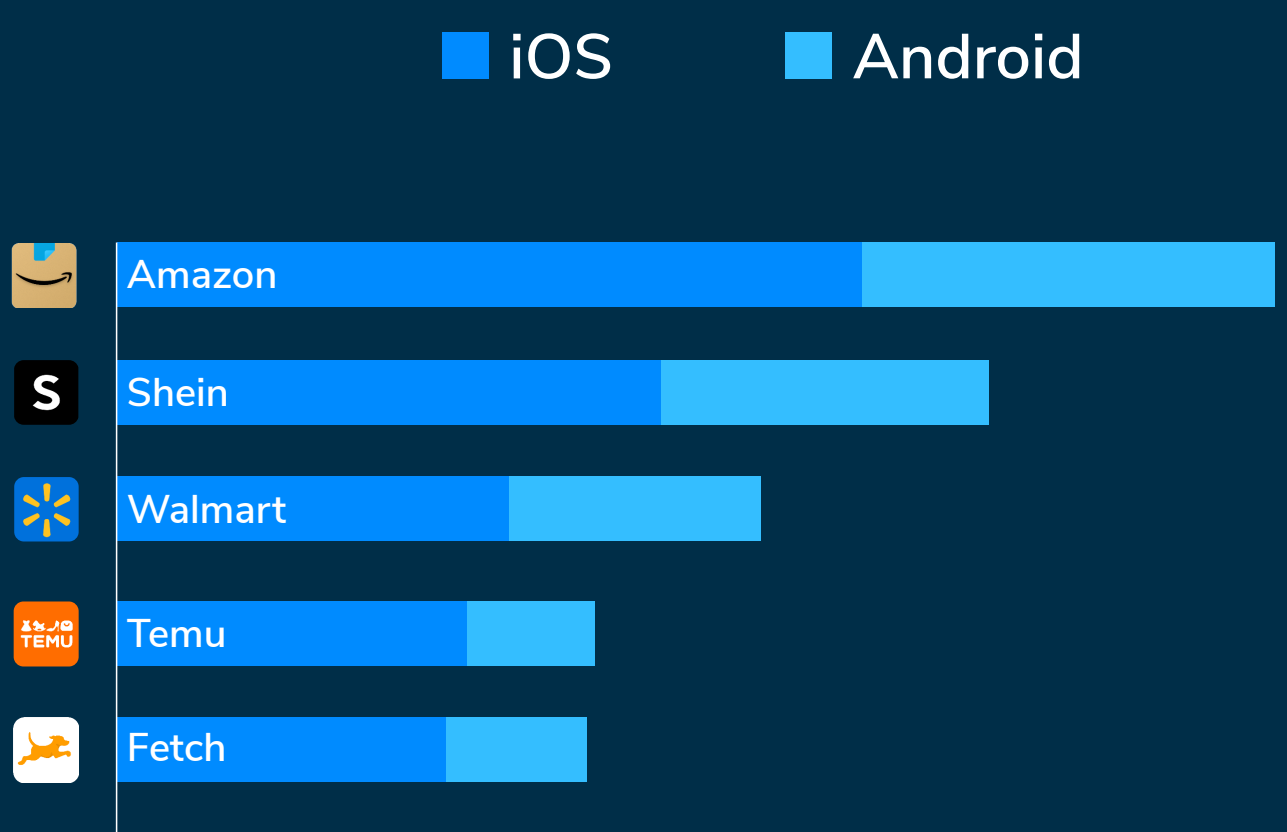
[1] Insider Intelligence, "Rise of Mcommerce: Mobile Ecommerce Shopping Stats & Trends in 2023," Jan. 19, 2023
[2] Comscore, "The State of Digital Commerce," Jan. 30, 2023
[3] Data.ai, "Welcome to the Half-Trillion Dollar App Market," Jan. 18, 2023
[4] QSR Magazine, "Fast Food Apps Are Growing at a Prolific Rate," Oct. 6, 2022
[5] Statista, "Share of time spent on retailers' mobile apps vs mobile websites 2019," Feb. 16, 2023

Users Invest in Experiences

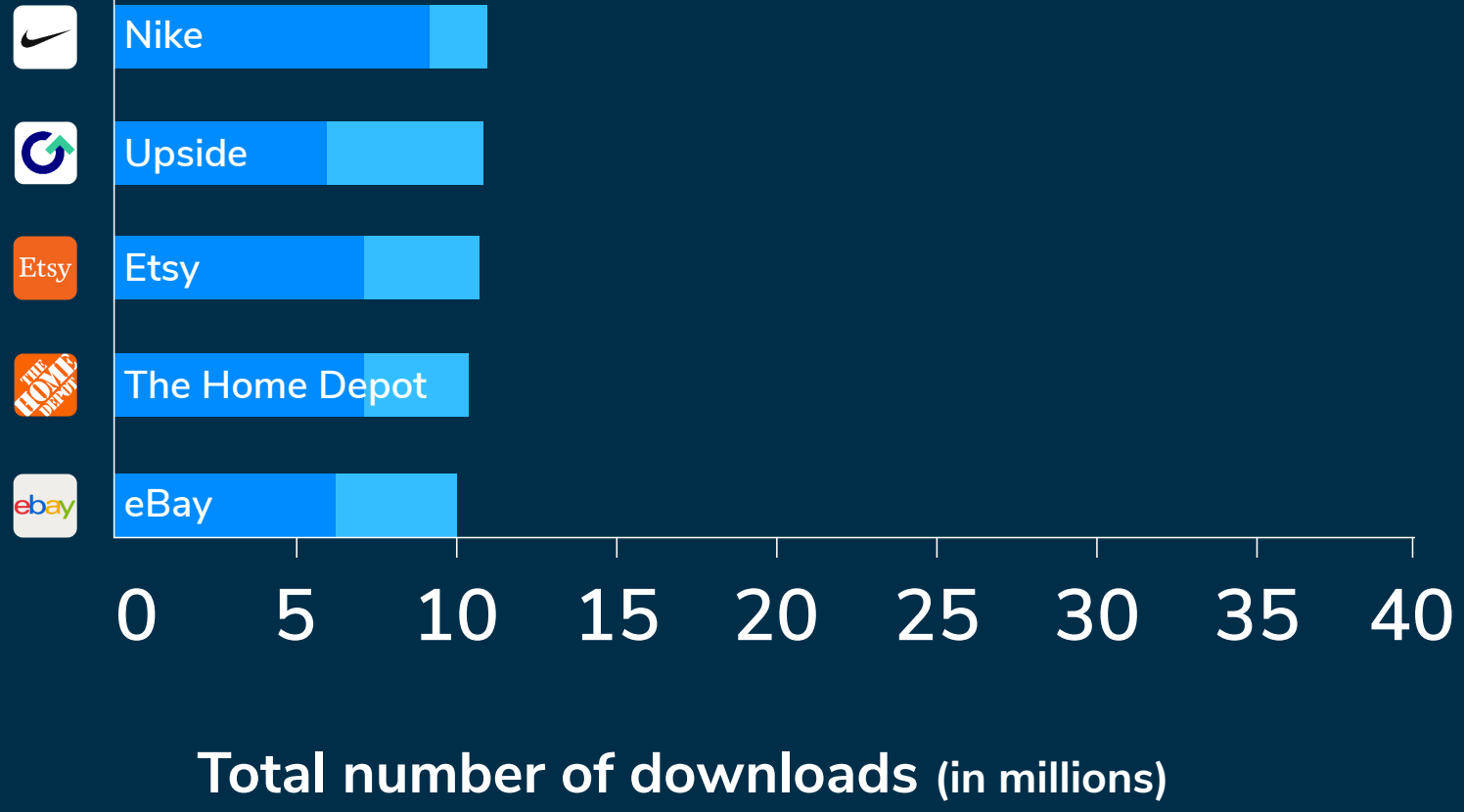
Travel, concerts, shows and sporting events will drive downloads in 2023.[6]

Top 10 Mobile Shopping Apps

These retail apps dominated the U.S. charts in 2022.[7]



[6] Data.ai, "5 Mobile App Forecasts for 2023," December 2022



[7] Statista, "Leading shopping apps in the United States in 2022, by number of downloads," January 2023

Mobile Breaches Damage Businesses

Poor mobile application security and privacy practices undermine user trust, churn customers, reduce revenue, diminish shareholder value, incur regulatory fines and invite lawsuits.

Chic-fil-A

A Chic-fil-A breach exposed financial data of more than 71,000 customers.[8]

Shein

An older Android version of the Shein mobile app periodically accessed clipboard data and transmitted it to remote servers.[9]

SAS Airlines

A cyberattack took the airline's mobile app down and exposed sensitive customer information.[10]

Tim Hortons

Canadian regulators determined the app invaded users' privacy by unnecessarily collecting extensive personal information.[11]

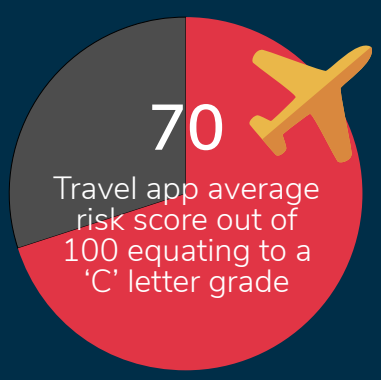
ParkMobile

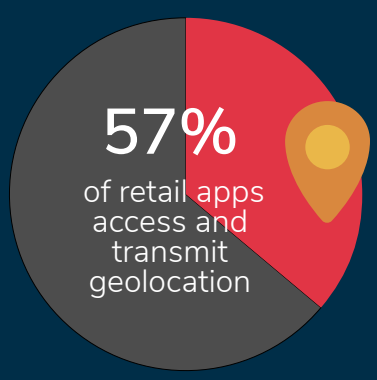
A data breach exposed phone numbers, license plate numbers, hashed passwords and email and mailing addresses of 21 million users.[12]

[8] Bleeping Computer, "Chic-fil-A confirms accounts hacked in months-long 'automated' attack," March 2, 2023
[9] Infosecurity, "Shein App Accessed Clipboard Data on Android Devices," March 7, 2023
[10] Simple Flying, "Hackers Target SAS Network and Compromise App," Feb. 15, 2023
[11] Bloomberg, "Tim Hortons App Tracked People Illegally, Canada Watchdogs Say," June 1, 2022
[12] Krebs on Security, "ParkMobile Breach Exposes License Plate Data, Mobile Numbers of 21M Users," April 12, 2021

Mobile Apps Lack Adequate Security

NowSecure MobileRiskTracker benchmark testing reveals hundreds of apps have security and privacy vulnerabilities.[13]





[13] NowSecure, MobileRiskTracker, March 24, 2023

Improve Enterprise Mobile App Security

Retailers, restaurants, travel and hospitality companies should take the following steps to safeguard customer data and transactions:

- Embrace industry standards like OWASP MASVS and ADA MASA.
- Upskill developers on secure coding practices.
- Integrate continuous mobile application security into the dev pipeline.
- Conduct pen testing on sensitive mobile apps or major new releases.
- Monitor mobile apps in production for supply-chain vulnerabilities.

Get a demo to see how NowSecure Platform helps mobile security and app development teams safeguard their apps and explore NowSecure Mobile Pen Testing as a Service (PTaaS).

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