Web vs native comparison

The primary difference between the web based version and native app is how users access the platform. The web based version is accessible via a custom URL whereas the native app is downloaded from the Apple app store or Google Play Store.

A major benefit of the CrowdComms platform is that the interface is identical across the web and native version and there is one admin dashboard to upload and edit content. There is no duplication of work and the user experience is consistent regardless of users preferred method of access. This ensure users who access the platform on desktops pre event are comfortable with the user interface when they download the native app for access onsite at in person events. This is essential for hybrid events to allow your remote audience accessing the desktop version to have the same experience as the in person audience on mobile phones.

There are subtle differences in terms of the features available. A notable difference is push notifications which is a feature of native apps and therefore not available on the web based version. If you opt to stick with web which many clients do for ease and due to the consistent user experience, you still have the ability to send pop up alerts in platform and email alerts to ensure your attendees are up to speed with the latest information.

Feature(s)	Web based	Native add on (Same platform accessed via app stores)
Customisation	Yes	Yes
Custom URL	Yes	No
Security Settings	Yes	Yes
Push Notifications	No	Yes
In Platform email alerts and notifications	Yes	Yes
App store listing with custom app name and branding	No	Yes
Agenda	Yes	Yes
Session video player with engagement panel	Yes with Virtual / Hybrid platform. No with Event app for in person only event.	Yes with Virtual / Hybrid platform. No with Event app for in person only event.

Stream hosting	Yes with Virtual / Hybrid platform. No with Event app for in person only event.	Yes with Virtual / Hybrid platform. No with Event app for in person only event.
Video player	Yes	Yes
Personalised schedules	Yes	Yes
Round table discussion rooms	Yes	No
Zoom breakout integration	Yes	Yes
Speaker profiles	Yes	Yes
Attendee profiles	Yes	Yes
1-2-1 private chat messaging	Yes	Yes
1-2-1 private video calls	Yes	No
Company profiles	Yes	Yes
Sponsor opportunities	Yes	Yes
Event information	Yes	Yes
Floor plans	Yes	Yes
Google maps	Yes	Yes
Documents	Yes	Yes
Social media	Yes	Yes
Activity feed / social wall	Yes	Yes
Live polling	Yes	Yes
Q&A	Yes	Yes
Session feedback	Yes	Yes
Surveys	Yes	Yes
Gamification	Yes	Yes
Analytics and reporting	Yes	Yes

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