Goal.com launches data-free app

Goal.com has launched its Goal Zero mobile app with data-free smartphone access and reduced bandwidth usage. The app is distributed by Perform Group and has been developed on the biNu App Publishing Platform, which incorporates technology that extensively optimises data efficiency.

The app has achieved 20,000 installs and 1.3m page views since its launch, earlier this year. A total of 62,326 in-app focus minutes have been recorded, which equates to an average of 21 minutes per user. As of 19 November 2017, the total data used was 1.56GB which at a cost of only twenty cents per MB.

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