

## The Case for Oil & Gas

Summer's here and it's heating up with oil and gas. But what do apps and the oil and gas industry have in common? Both are booming industries and both are expected to play leading roles in the economic recovery. With the attention surrounding investments in the oil and gas industry, it makes sense that this sector is one of the fastest adopters of investor relations app based strategies. Mobile technology is offering the oil and gas industry a way to dig deep to find valuable connections with investors looking to obtain their IR information via their mobile device.

As we know, mobile phones and tablets have forever changed the way we access information. As apps become more engrained in our daily lives, people are moving away from using mobile browsers to access corporate websites and turning to an efficient native app experience.

Interestingly, the oil and gas industry is leading the charge. Exxon Mobil and Royal Dutch Shell have apps that are as polished as most corporate websites. Chevron and Hess have apps that look like interactive magazines – and even provide games. theIRapp™ alone has published almost 10 energy company-related apps, including Marathon Oil, Quanta Services and ALLETE, with more coming soon.

Why so much interest in this industry? We're in the middle of an energy revolution that is in large part fueling recovery from the economic recession. By 2020, according to Forbes, shale gas alone is expected to support 4 million jobs (versus 1.7 million today). And, according to the International Energy Agency, the U.S. is expected to surpass Saudi Arabia as the world's leading oil exporter. Combined with the proliferation of mobile devices, the burgeoning app economy and the trillions of dollars it is forecast to create, the industrial and tech revolutions are merging. From what we see today, we expect that throughout the rest of the year, the oil, gas and energy industries will continue to embrace apps as a way to further communicate their company's value proposition and engage directly with their investors.

Enjoy the video below that presents a case study on how these companies are using their IR apps to attract investor attention.



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