

Mobile Apps: Build or Buy?

CMA - Digital Day

Breanna Hughes - Artez Interactive

artezinteractive
ONLINE FUNDRAISING SOLUTIONS

Build or Buy?



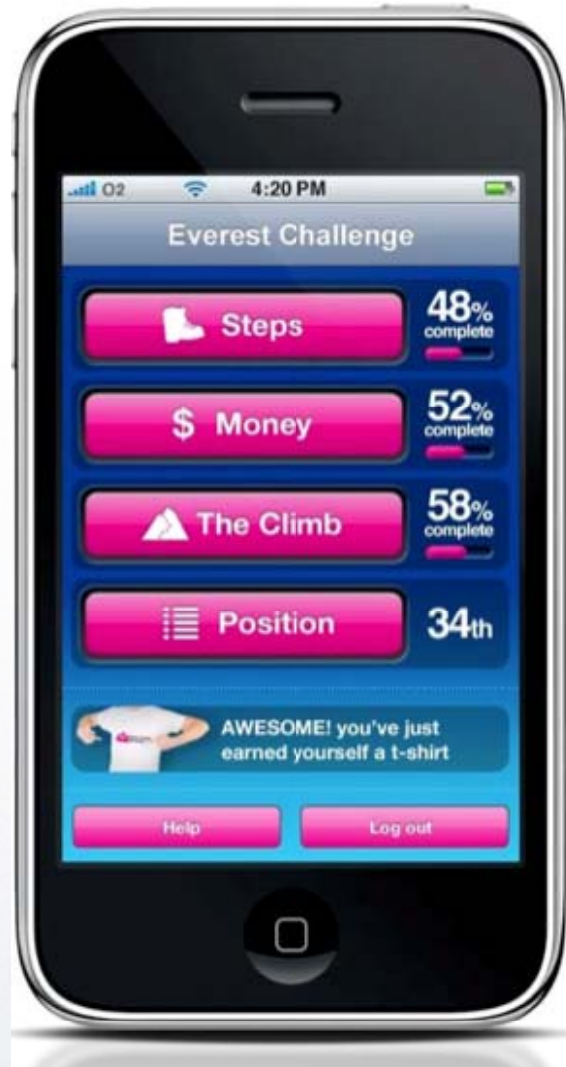
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Build



esthetic
stomization
w Features



- High Cost
- Timeline
- Resources
- Maintenance



Buy



Most effective

timely

low

maintenance



- Generic
- Limited Features
- Little Customization

What wins?

- Type of Campaign
- Resources
- Budget
- Timeline

