



APPS

101

MOBILE SHOPPING APPS

Sell more products with a new channel and market to your customers in a whole new way; all directly within your customers' smartphones.

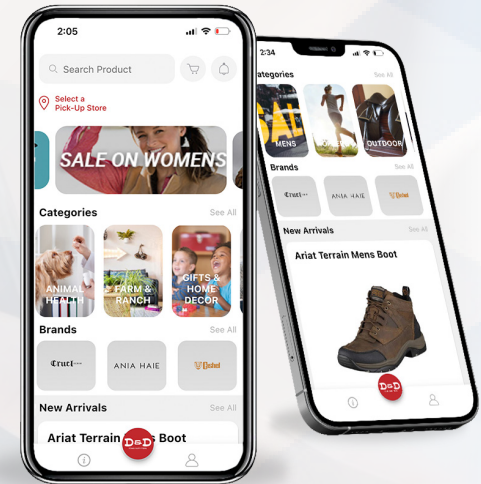
Celerant[®]
Retail Commerce Software

MOBILE SHOPPING APPS

MAKE IT EASY FOR CUSTOMERS TO SHOP HOW THEY WANT

These days, **most of the shopping action start online**, even if it eventually leads customers **to your physical store...** Shoppers are now more active than ever on websites, social media and mobile apps. And most retail sales are likely a combination of these channels, with customers browsing online while walking through the aisles inside your store or visiting your physical location after checking product availability on the internet.

When looking at online web traffic, **more than half now comes from smartphones.** By introducing your own branded mobile shopping app and making it readily available for customers to download from app stores, you are ensuring your business stays on their radar. Once your app is downloaded, it becomes a constant reminder that your store is only a tap away!



GET IN YOUR CUSTOMERS' POCKETS WITH YOUR OWN MOBILE APP:

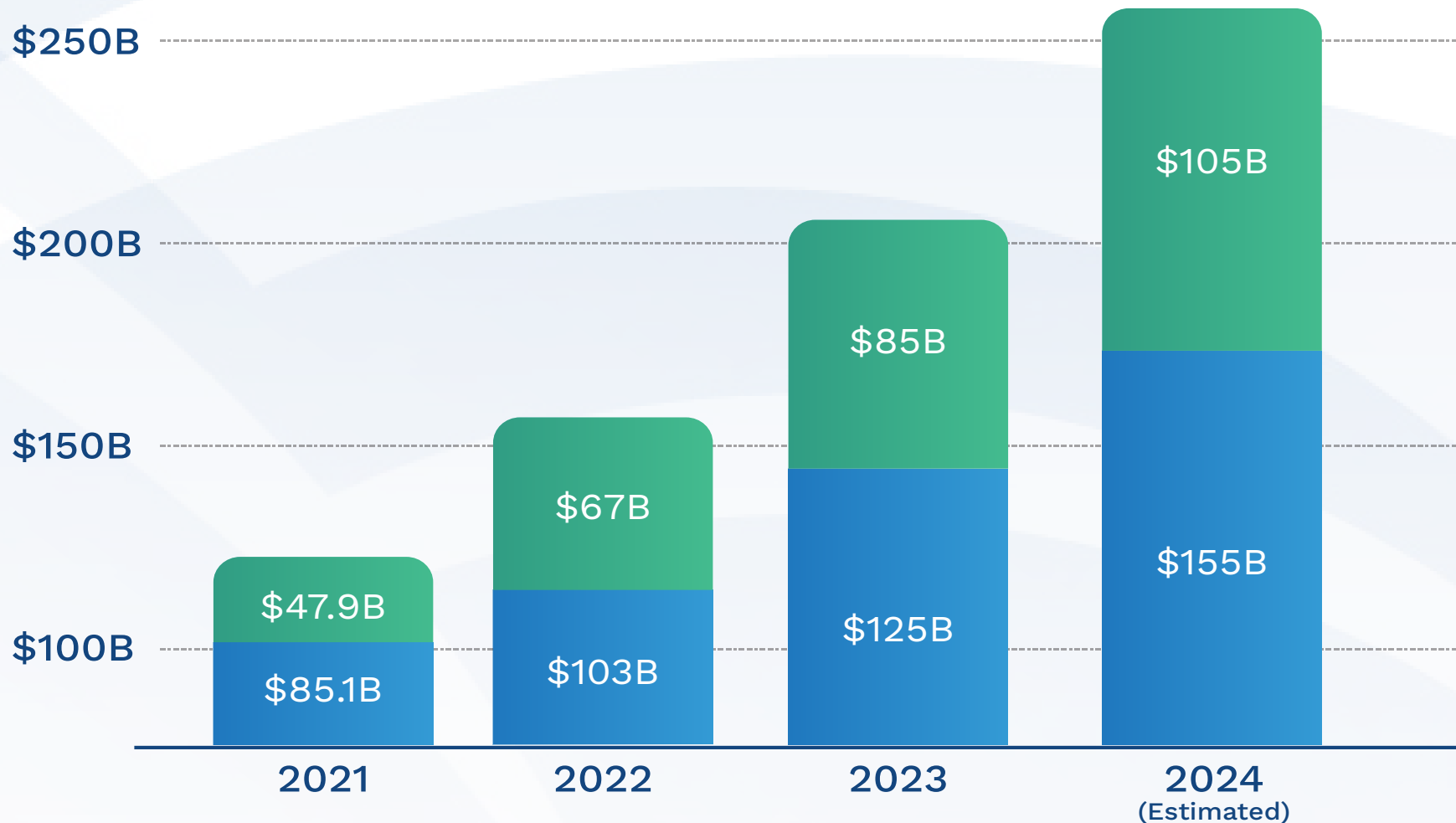
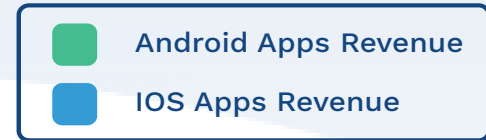
1. Fast, convenient way for your customers to shop
2. Effective way to stay connected with your customers
3. Valuable way to track customer's shopping patterns

The average American looks at their phone 352 times per day!

MOBILE APP USER SPENDING

ACCORDING TO SENSOR TOWER 5-YEAR MARKET FORECAST

Mobile app usage and spending has been on the rise for several years, and the trend is projected to continue. From 2021 to 2024, we'll see a 95% increase in overall app revenue growth, with iOS continuing to acquire more of the market share.



MOBILE WEBSITE VS SHOPPING APP

WHAT'S THE DIFFERENCE?

Most retailers already have an eCommerce website and hopefully that site is optimized for mobile. That means that the website is accessed via a web browser and identifies the screen resolutions to adjust the layout to whichever type of device the consumer is shopping on.

A mobile shopping app, unlike a website, is not accessed via a web browser. An app is a standalone application that is downloaded and installed on a mobile device. While there are a lot of similarities between an app and a website, there are also many differences.

**DID
YOU
KNOW?**

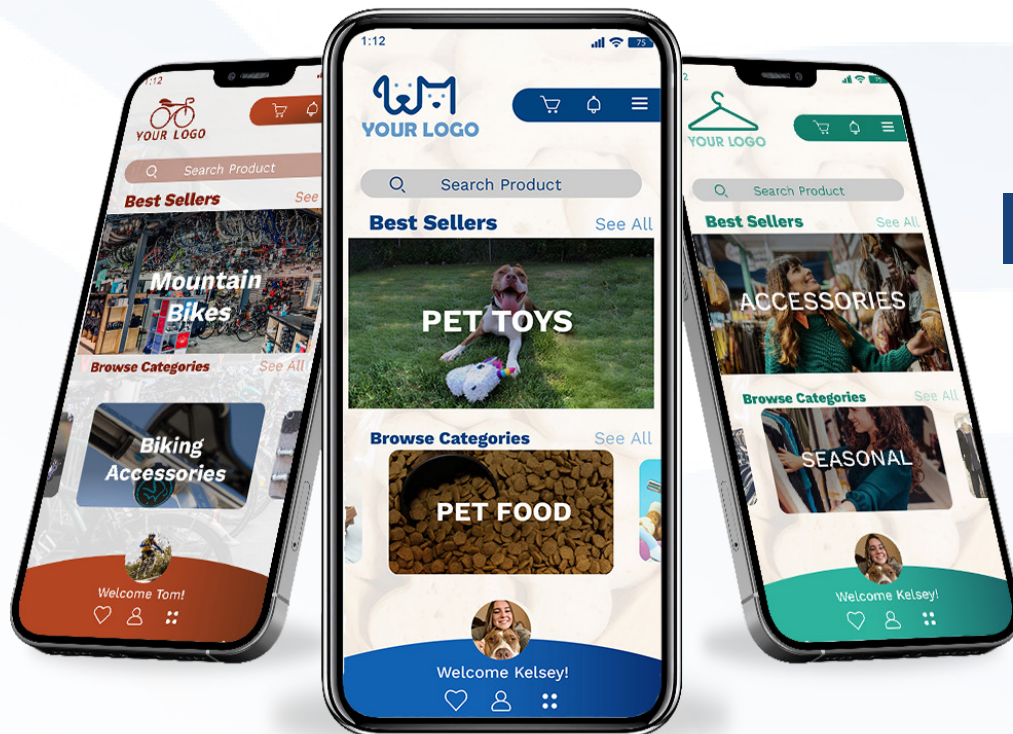
47%

**OF CONSUMERS NOW
USE MOBILE APPS**



MOBILE SHOPPING APPS PROS & CONS

If you are looking to reach a new level of connection with your customers to drive customer loyalty and increase overall sales, an app is definitely a component you should consider adding to your digital marketing strategy. While apps take time to develop and are an added expense, when done correctly, they can make you more money than you initially spend.



MOBILE APPS GENERATE
130% HIGHER
CONVERSION RATES
THAN WEBSITES

PROS

Typically faster & easier to access than websites

Able to use functions of the phone (camera, photos etc.)

Designed to be simpler with a more engaging experience

More personalized customer experience

CONS

Development time and effort

Development costs are typically higher up-front

Ongoing updates & support from 3rd party developer

Difficulty for the retailer to maintain another channel



DID YOU KNOW?

Celerant can help alleviate all of those cons? Our web team can develop and design your app for you, with minimal effort on your part or upfront fees. Then, your app is integrated with your entire Celerant system, so product updates are easy, and your inventory is always up-to-date!

TOP BENEFITS OF MOBILE APPS

There are many benefits to you as a retailer, and also for your customers that result from mobile shopping apps. Most importantly, apps help increase customer loyalty and conversions.



INCREASED LOYALTY

After your customers download your app, you have so much opportunity to stay connected with them and offer a more personalized experience. Once they opt-in to receive push notifications from your app, you can send personalized messages directly to each of your customers, based on their shopping history, brand preferences, loyalty rewards status, and more.



INCREASED CONVERSIONS

Consumers convert more on apps- it's that simple. Having a mobile app is like having your favorite brick and mortar store in your pocket. Apps are fast, connected to digital wallets, and send marketing notifications that link straight back into the app to make purchasing simple and quick.

CONVERSION RATES

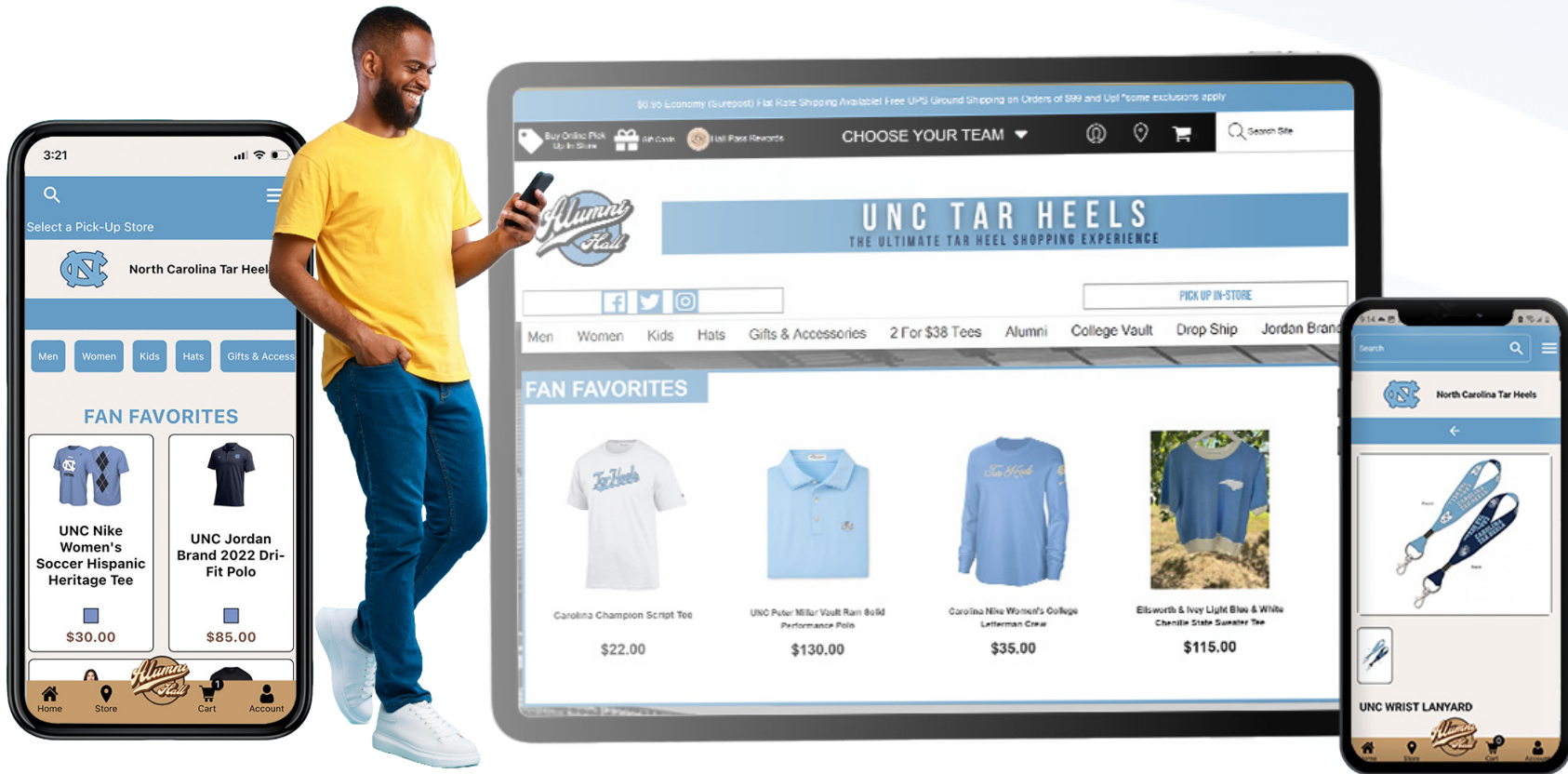
ARE

**3X
HIGHER
ON APP THAN WEBSITES.**

MOBILE APP + eCOMMERCE

OFFERING BOTH FOR THE BIGGEST IMPACT

Launching a mobile shopping app as an extension of your eCommerce website will have the biggest impact on your overall online sales.



60% of consumers prefer mobile shopping apps over mobile websites due to improved user experience.

-NewStore survey of 610 American consumers.



BOOST YOUR MARKETING WHILE BUILDING YOUR BRAND LOYALTY

While mobile shopping apps provide an entirely new way to sell to your customers, apps also bring an exciting new way to market to your customers. Once your app is installed on your customer's phone, which is like acquiring new real estate, you can begin to send marketing messages. These messages are sent as push notifications, directly to their phones, functioning similarly to text messages.

GETTING STARTED IS EASY

STEP 1

Promote your app in your store, via your website, social media and email marketing, encouraging customers to download.

STEP 2

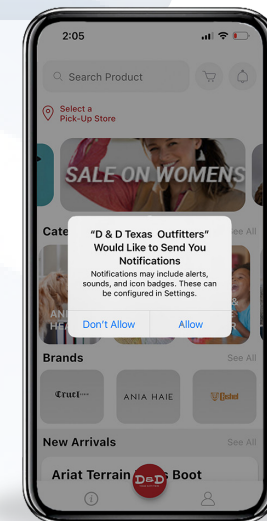
Make it easy for customers to create a quick account, and then click 'Allow Notifications', as soon as they download.

STEP 3

Send targeted, personalized marketing messages straight to their phones, via push notifications, linking back to your app.

ENCOURAGE YOUR CUSTOMERS TO DOWNLOAD YOUR APP:

1. Provide free shipping for orders made through the app.
2. Share special discounts exclusively available in the app.
3. Reward customer loyalty with in-app loyalty programs.
4. Include pop-ups on your website that urge visitors to download the app.
5. Mention your app on the receipts you give out in your store.



ENGAGE & SELL MORE

BY BEING IN YOUR CUSTOMERS' POCKETS!

Sending push notifications directly to your customers' phones from your app is a powerful addition to your email marketing strategy. These days, with all of your competitors sending more emails than ever before, it can be challenging to break through the noise and get your emails past spam filters and then opened by your customers

While some people might worry that text message marketing is too intrusive, push notifications are a fantastic way to send personalized messages to your existing customers. Imagine all the ways you can send unique and focused messages to keep them coming back and loving your brand. It's like sending a friendly reminder straight to their phones!



WRITE A REVIEW FOR YOUR PURCHASE

Please click below to share a review of your recent purchase. We appreciate your feedback



CHECK OUT THESE GREAT ACCESSORIES

Click below to see other products that customers purchased that match your new jacket.



THERE'S ITEMS IN YOUR CART

Would you like to complete your order? Save 5% on any item in your cart if you checkout today.

TOP 8 PUSH NOTIFICATIONS:

1. Birthday greetings & special offers
2. Loyalty rewards alerts
3. Abandoned cart reminders
4. Recommendations based on purchases
5. Product review requests
6. Promotions for favorite brands/departments
7. Order & shipping updates
8. Membership updates & alerts

USE YOUR MOBILE APP TO HELP INCREASE LOCAL SALES

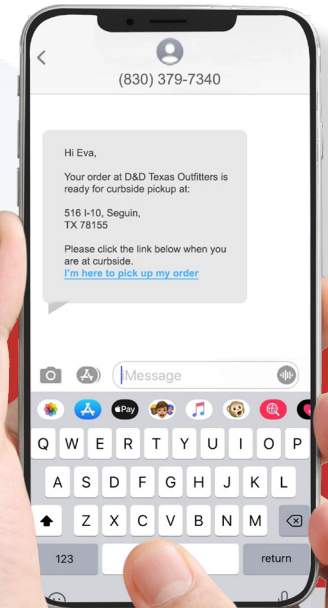
These days, customers expect to have multiple options for fulfillment, and this is especially true for local customers. Just like they check your website to see what's available at your local store or buy online and pick up in-store, it's the same with your mobile app. When you send personalized push notifications to your local customers, you can inspire them to shop quickly on your app and come to your store for immediate pickup. It's all about giving them options and making things easy!

3 TACTICS TO BOOST IN-STORE CUSTOMER ENGAGEMENT:

1. Shop through the app, then pick up in store or at the curbside
2. Reserve items via the app, and complete the purchase in store
3. Use the app to check product availability in-store before making your purchase



With Celerant's apps, curbside pickup is a breeze with order status and arrival text message notifications to and from your customers!



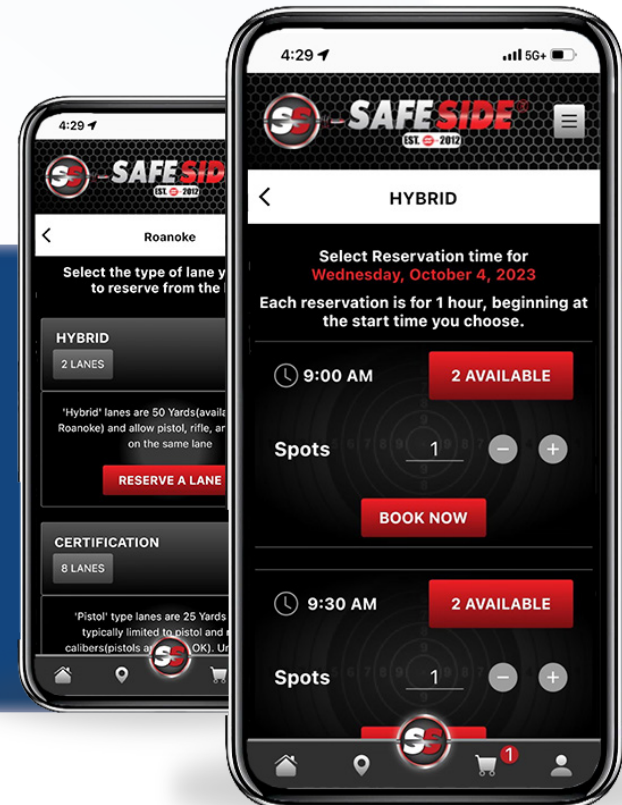
USE YOUR MOBILE APP TO STREAMLINE SCHEDULING & RESERVATIONS

Mobile apps can do much more than just sell products. If your retail business offers classes, courses and handles reservations of any kind, you can let your customers self-serve via your mobile app. Mobile apps are a great way to increase engagement as well, with social walls where customers can upload photos and you can offer virtual trophies for competitions.

- Schedule reservations for resources
- Book classes with a calendar view
- Sell and renew memberships
- Send renewal reminder notifications
- Engage via social walls & interact

“We’re offering a shopping app and a range app, all with the same developer of our eCommerce site. With everything on the same database, we can serve our customers better. When a user has an account on our website, that same account will work on the app, which makes it seamless for the end user.”

-SafeSide Tactical



A NEW SALES CHANNEL SOUNDS GREAT... BUT I DON'T HAVE TIME!

Retailers are busy. You might be thinking this all sounds great but it will be too much work and you simply don't have the time. How will you ever keep up with another sales channel? Depending how you tackle this project, that might be true.

You can choose to hire a 3rd party developer to build your app, or you can choose to use an all-in-one solution. There are numerous advantages to using an all-in-one solution. The same technology partner who helps you manage your point of sale and eCommerce can offer and maintain your app.

STANDALONE APP OPTION



Find & hire the 3rd party developer

Design & develop the app

Maintain ongoing product & pricing changes

Manage inventory across all your channels

Manage inventory across all your channels



ALL-IN-ONE APP OPTION

You work with the same technology partner

Your app reflects your branding on your eCommerce

Products & pricing are all pulled from your central back-office

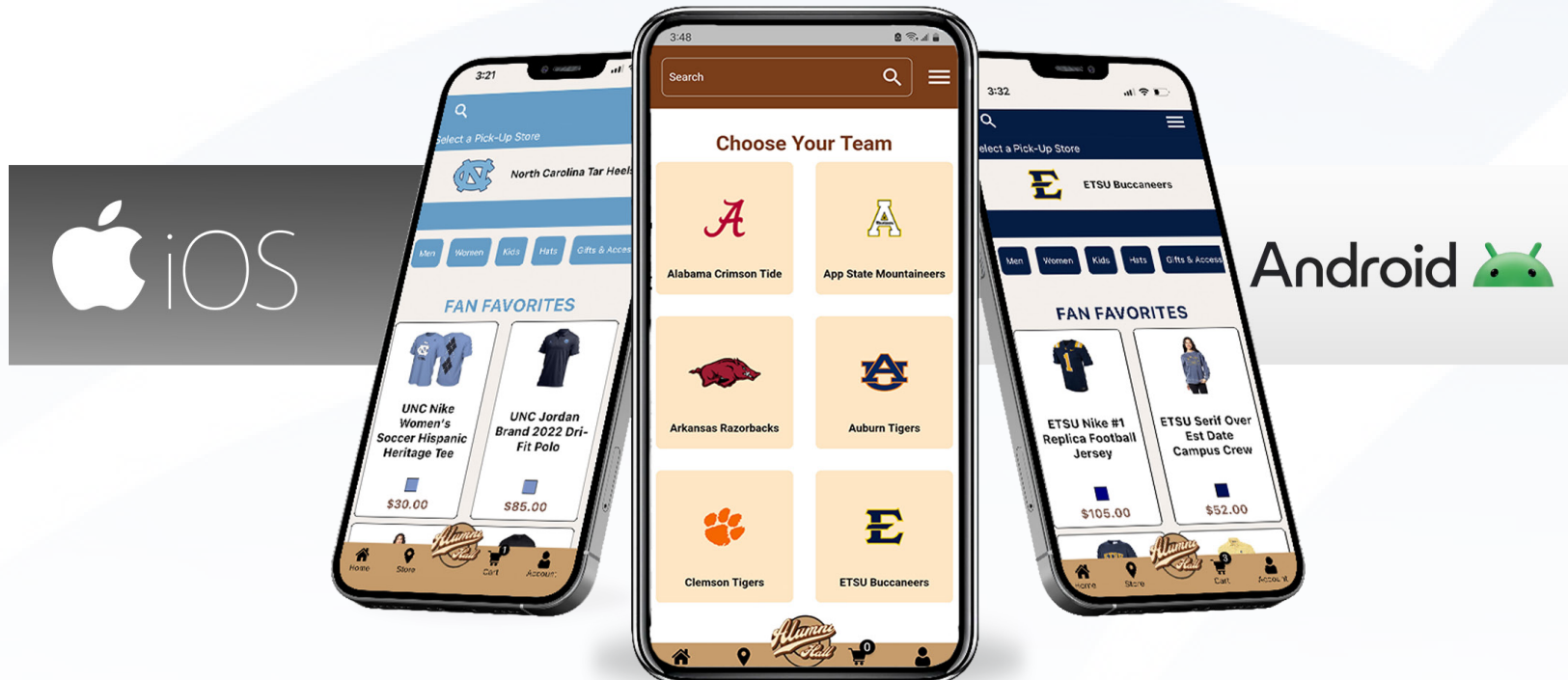
Ongoing changes are made in one place & reflected instantly on all channels

Customers, sales & inventory are connected and updated automatically

LAUNCHING YOUR OWN MOBILE APP WITH CELERANT IS EASIER THAN YOU THINK

With an all-in-one retail system, creating and managing your mobile app becomes a breeze. Here at Celerant, our web team can design and launch your app that's compatible with both iOS and Android platforms, and reflecting your eCommerce website's branding. You have the option to select a standard app or go for a fully customizable one tailored to your business's unique needs.

As with the rest of your system, your mobile app is fully integrated so your inventory, pricing, customer and sales data are always in sync and automatically updated. It's like having everything under one easy-to-use umbrella!



HOW TO CHOOSE

THE RIGHT MOBILE APP DEVELOPMENT PLATFORM

Today, there are many different mobile app development platforms available, and the right platform for your retail business will depend on a number of factors including:

THE TYPE OF APP YOU WANT TO DEVELOP

First, choose between a standard shopping app, or a custom-built enterprise app.



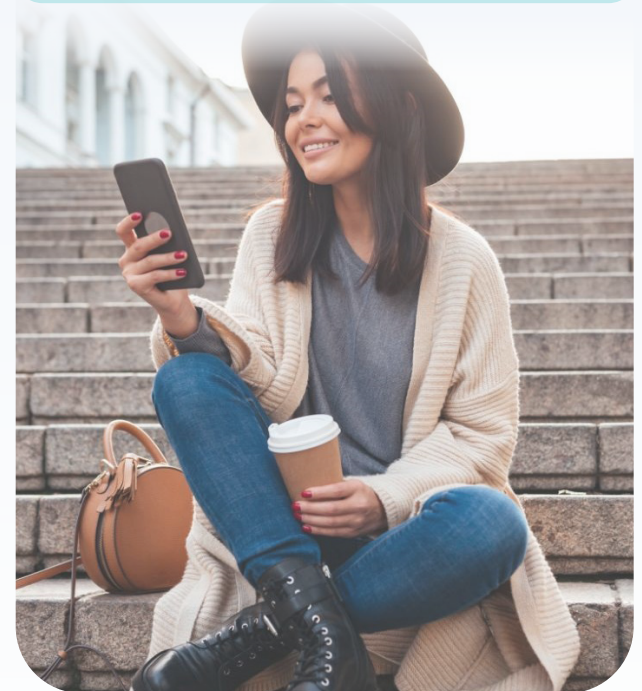
YOUR BUDGET:

Some platforms are more expensive to develop on than others.



YOUR TARGET AUDIENCE:

Determine which platform your customers use, or develop your app for both iOS and Android.



MANAGING MULTIPLE CHANNELS WITH ONE SYSTEM

Unlike standalone apps, Celerant's mobile app is managed by the same back-office system as our eCommerce and point of sale. Updates to pricing and products are completed in one place, and changes are reflected in all of your sales channels instantly!

SAVE TIME BY UPDATING ONE SYSTEM:

- ✓ Product updates made in one, central place & reflected everywhere!
- ✓ Orders from all channels flow into the back office as one.
- ✓ Inventory across all channels is updated automatically.



**Update products & pricing in
ONE place to instantly display
on your POS, eCommerce & App!**



9 KEY PERFORMANCE INDICATORS

MEASURE YOUR APP'S SUCCESS

Measuring the success of your business mobile app is crucial. Here are 9 key performance indicators (KPIs) that retailers often use to gauge their app's success:

- 1. App Downloads:** The total number of times your app has been downloaded.
- 2. Active Users:** The number of users who regularly engage with your app.
- 3. Retention Rate:** The percentage of users who continue using your app after a certain time period.
- 4. Conversion Rate:** The percentage of app users who complete a desired action like a purchase.
- 5. Customer Lifetime Value (CLV):** The total revenue generated by a customer throughout their relationship with your business.
- 6. Average Order Value (AOV):** The average amount customers spend when making a purchase on your app.
- 7. Customer Acquisition Cost (CAC):** The cost associated with acquiring a new app user.
- 8. Push Notification Metrics:** Track the open rates and click-through rates of push notifications to assess their effectiveness in engaging app users.
- 9. ROI (Return on Investment):** Calculate the return on investment from your app by comparing the revenue generated against the costs of development, marketing, and maintenance.



**TAKE THE
FIRST STEP
TOWARDS
TECH APP**

At Celerant, we are eager to help with your overall digital marketing strategy. We have a team of in-house web developers and digital marketing specialists, ready to help you expand your retail channels and drive more online sales. By partnering with a single technology provider for all of your in-store and online needs, you can

provide your customers with a unified shopping experience, while saving time and running your overall business more efficiently. Schedule a consultation with our team today to learn more about how we can help you launch your new mobile shopping app and grow your business.



“One of the things our customers have been asking for, when we ask them how can we improve their experience, is a mobile shopping app. We’re looking forward to telling them what rewards they are getting in the store, notifications on auto-ship deliveries, as well a really easy, seamless way to shop. We think an app is a really good way to expand the ‘Treats Unleashed’ experience, especially for our younger generation.”



-Treats Unleashed

SCAN FOR SPECIAL OFFER



MOBILE APP GLOSSARY:

To help educate you on commonly used mobile apps, we have included a list of terms below.

App Analytics: A specific tool that provides a set of tools designed to measure the performance of a publisher's app.

App-based Marketing: Strategies and methods used to market products and services through the use of mobile applications.

App Reviews: Reviews are an essential part of app store optimization. In both the iOS App Store and the Google Play Store, users can rate and review your app. These reviews have tremendous power, as new users will be much more likely to install an app that has received favorable reviews over an app with 2 or 3 stars.

App Store Optimization (ASO): Set of practices that aim to increase the visibility of an app in the app stores while also aiming to increase conversion rates.

Apple Store: The app store for Apple devices, ran by Apple.

Click Through Rate (CTR): The click through rate is the average number of users who received your marketing content that clicked on at least one link inside the push notification after opening it.

Conversion Rate: Average amount of users who view your push notifications and then visit your website and complete a purchase.

Downloads: The number of times an app has been installed on a device. does not count if the same link is clicked multiple times.

Google Play Store: The app store for Android devices that is run by Google, often referred as the Play Store.

Location-Based Marketing: Targeting users based on their location or general proximity (by country, state, or street) and sending app messages relevant to where they are, such as %10 off an order by visiting an apparel retailer closest to them. (Also known as Geofencing/Geotargeting)

Mobile Marketing: Promoting a business, brand, product, or service directly to mobile device users.

Open Rate: The open rate is the average number of times that a user has opened your mobile push notification in a specific mobile marketing campaign.

Opt In: When a customer has subscribed or agreed to receive your mobile marketing.

Opt Out/Unsubscribe: User has revoked consent to receive your mobile marketing.

Push Notifications: Push notifications are messages delivered to a user's home screen (or lockscreen) when he or she is not actively using your app. These messages are intended to drive attention and traffic back to your site.

Samsung Store: The store where users of Samsung devices can download apps specifically for their Samsung devices and forego the Google Play Store.

Session Length: How long a user actively engages with your mobile application. Session length is typically counted from when they open the app to when they close or leave the app.

SMS Marketing: Sending promotional messages via SMS also referred to as text message marketing.

Quick-Response (QR) Code Marketing: A type of marketing that involves scanning a QR code with a smartphone to access information or a website.

Responsive Website: This is a website that has been optimized for navigation and to function on a mobile device on par with its desktop counterpart.

Targeted Ads: Ads that are targeted to a specific audience. These audiences can be selected based on age, gender, location etc. Has similarities to location-based marketing, but functions more heavily on using predetermined metrics.

Unique Click Through Rate: The unique click through rate is the average number of times that users click on a specific link inside of your mobile push notification. A unique click is tracked the first time a user clicks on a link. It does not count if the link is clicked multiple times.

Unique Open Rate: A unique open rate in a mobile marketing campaign is the total number of unique recipient push notification opens divided by the number of push notifications delivered in the campaign. That means that if one of your customers opens a given campaign marketing message five times, it only counts as one unique open, but five total opens.

UX (User Experience): The overall user experience inside of your mobile application. Load times, page navigation, search relevance and everything that a user experiences on the application should be designed to be smooth and make for the best experience possible.