url/apps

6 REASONS
YOU NEED A MOBILE APP
FOR YOUR
E-COMMERCE
BUSINESS

A full one-third of all e-commerce customers are mobile customers now.

A lot of e-commerce businesses employ responsive web design to give these mobile users access, and call it a day.

After all, as long as mobile users can get to their site, see their stuff, fill a cart, and check out, that's all there is, right? Actually, there's a much better way. For a number of reasons, **a mobile app is a far better alternative than simply empowering your e-commerce site for mobile browsers** (although you should do that, as well).

HERE ARE THE REASONS YOU NEED TO BACK UP THAT E-COMMERCE SITE WITH A MOBILE APP:

1 User Prefer Apps to Shopping via Mobile Browsers

78%
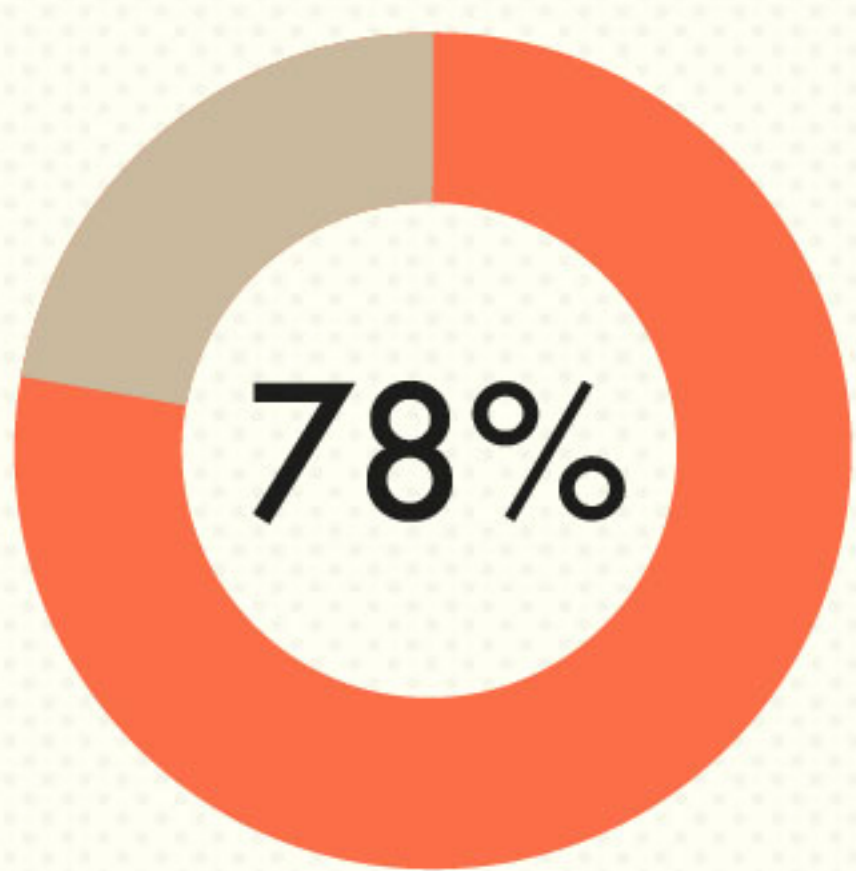
When polled, **78%** of users said they would rather access their favorite shopping sites via a mobile app than through their mobile browsers.

Apps make the shopping experience faster, more secure, and users never have to worry about remembering a URL or logging in each time they want to see what's new or place their usual order.

BUY

2 Mobile Apps Make Payments Easier, Faster, and More Secure

When you develop a mobile app, you can include secure payment options and program the app to remember these options for subsequent shopping experiences.
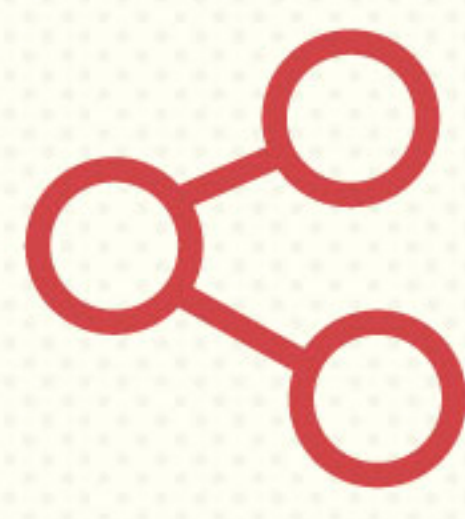
This streamlines the buying process for the user, and makes things easier on your end.

3 Mobile Apps Encourage Social Sharing

Facebook   Twitter   LinkedIn   Google+   Pinterest   Instagram

Want customers to do advertising for you by sharing your merchandise on Facebook, Twitter, Instagram, and other social media sites?

Mobile app developers can build social sharing right into the app, so that they can alert their friends when you add a cool new product.

4 Mobile Apps Allow Push Notifications

Mobile apps let you deliver a streamlined, personalized experience for each device, such as an interface perfectly designed for the Android tablet or the iPhone.

Push notifications can be location-based so that you can present customers with special offers when they get near one of your brick and mortar stores.

Notifications can also be issued when you need to unload some merchandise and run a special sale, or offer a promotion to get the word out about a new item.

You can't employ push notifications to boost sales if you don't have an app.

5 Apps Give Mobile Application Developers More Control Over the User Experience

Mobile apps allow your developers to design a unique and powerful user experience according to the device the user has.
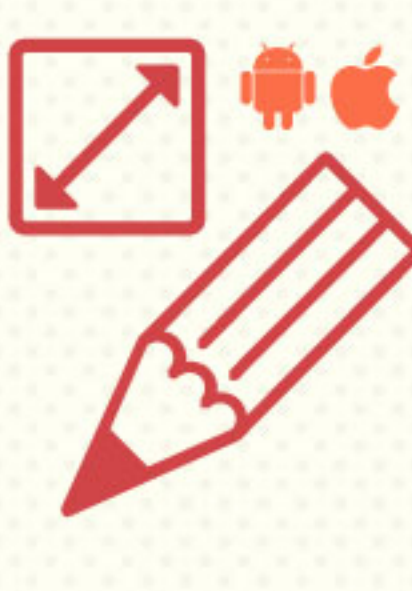
You can control the interface and present faster service. Apps also allow developers to tailor the experience for the device, which lets you to go beyond the limitations of **responsive web design and work perfectly with the user's preferred platform (iPhone, Android, etc.).**

6 Mobile Apps Help Build Brand Loyalty

MOBILE APP

Nothing puts your brand and products front and center like a mobile app that the customer sees every time they use their phone.

Apps become like the virtual eyes, ears, and arms of the shopper — these tools are with them everywhere, always.

That makes mobile apps a powerful tool for building and nurturing loyal customers.