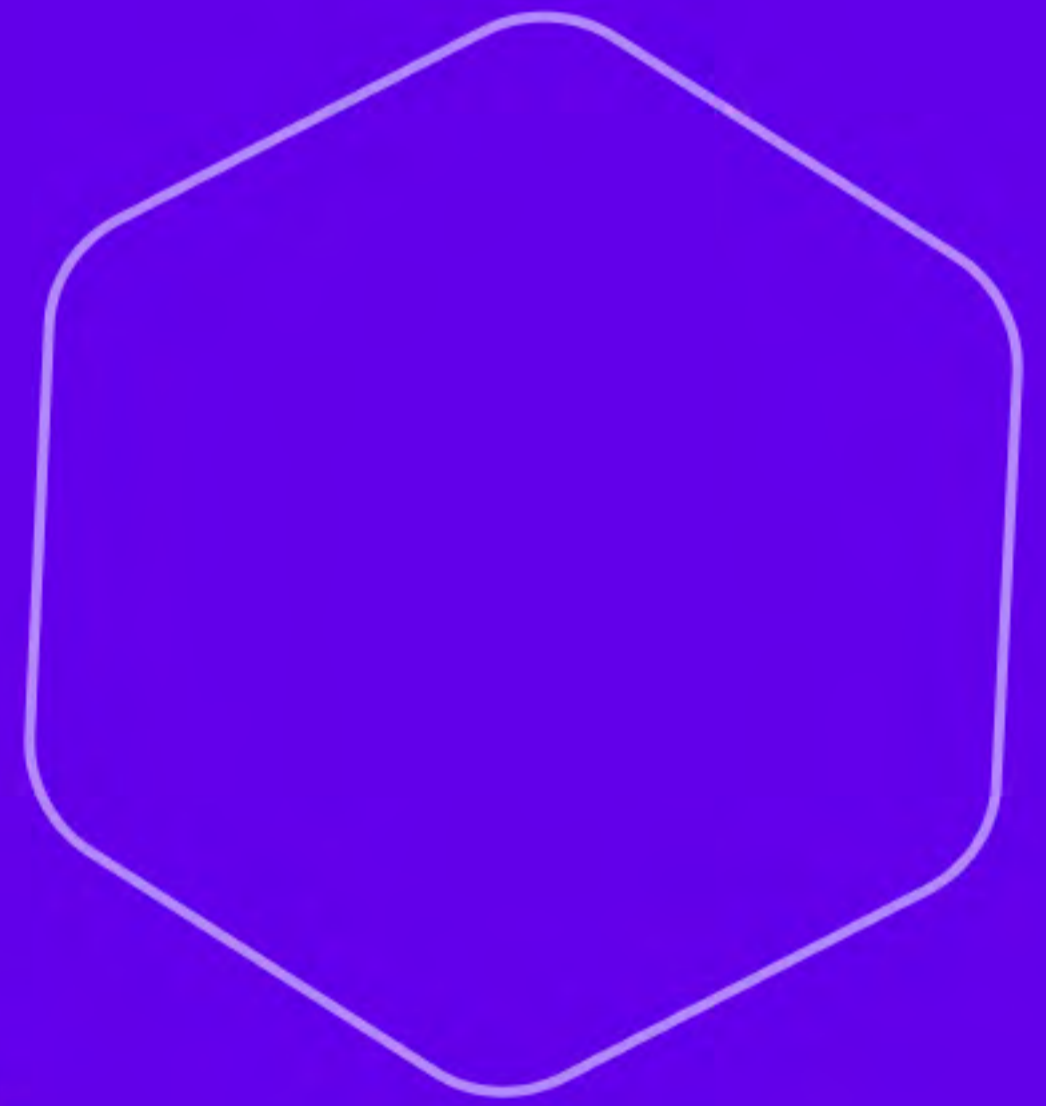


Why are apps so popular and beneficial for your brand?



The smartphone era is here, with over 6.6 billion people having mobiles globally. That means 83.32% of the world's population owns a smartphone!

In 2021 over 143.6 billion apps were downloaded.

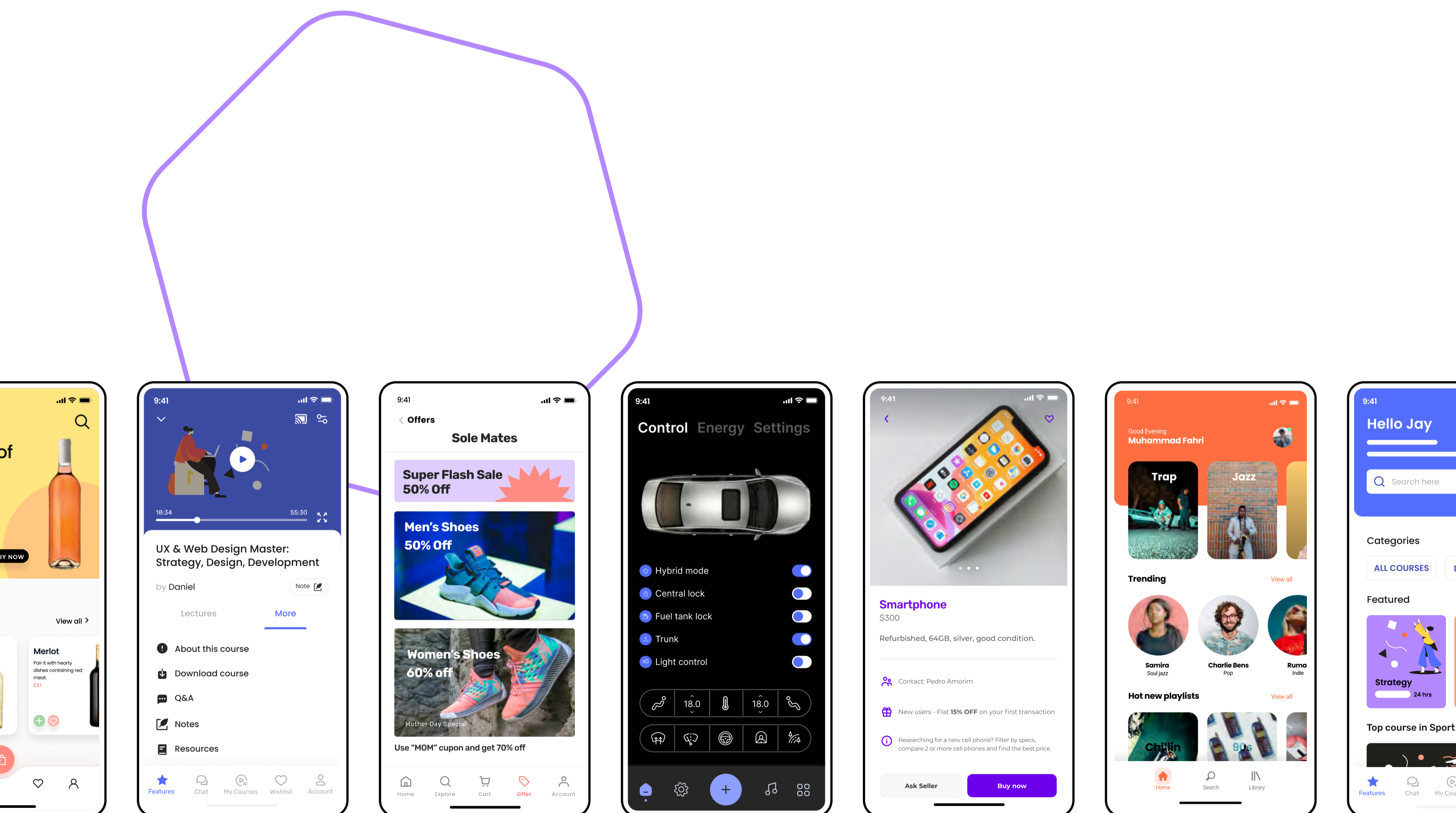
And who doesn't have apps for each need nestled in their phone? One for banking, one for games, a few for social media, and tonnes for online shopping.

Consequently, businesses have woken up to the app revolution and rushed to attract their customers through mobile channels. So you're asking if apps are suitable for you? Well, we think they're not just suitable but essential for survival in the digital age of eCommerce, for:

- Brand Awareness
- The Personalised Customer Experience, and
- Endless Technical Advantages

In just 3 steps we'll explain exactly what the benefits are and why you should join the app epoch of our times and race ahead of the competition.

¹<https://www.bankmycell.com/blog/how-many-phones-are-in-the-world>



1

Brand awareness

The constant access

Recognising a brand is crucial to its success. From the golden arches of McDonalds' to the globally known red of Coca-Cola; it's not just a clever marketing strategy but it stays at the forefront of your shoppers' minds. And who doesn't want to be at the front of the queue? One way to ensure your brand stays relevant and remembered is via constant visibility.

Push notifications

Apps can use push notifications and reminders to keep customers and clients engaged over time. With these unique pop-ups, you can notify users about new product releases, promotions exclusive app deals or even abandoned baskets. Whatever industry you're in, a fun and short reminder directly to the home screen is a surefire way to boost click-through rates.

Push notifications' opening rate is 50% higher than email rates, as the notification grabs our short-attention spans. Their ability to be personalised to each user's habits, preferences and locations add an additional alluring layer to be noticed. What better way to claim residency in your consumers' habits than being a click away?

Direct Communication

Building this open line of communication creates a new intimate relationship. Your messages appear amongst your consumers' friends and family notifications.

The effective frequency and first-hand communication enable you to speak to your consumer base at any time with any message you want. The app serves as a blank billboard and the notifications are like a bright neon arrow saying 'here!'. It's a brilliant opportunity to give your brand its identity. To say exactly what you'd like without a filter and to present your brand to a willing audience.

2

The customer experience

Personalised journey

Catering directly to the individual is vital to your eCommerce success. People want to feel like they're just that... people, not numbers or anonymous customers in the journey. Consumers want products that are specific to them and conveniently accessible. Apps have a clever way of being designed to provide a customised experience from personalised product offerings to easily accessible services.



Personalisation

Convincing shoppers to download an app is hard enough- but how do you keep them shopping with you? The answer is a curated experience. It emulates a personal shopper experience in the digital sphere.

Brace yourself for the oversimplification but if a vegetarian is shopping on a food app, they won't be as interested in sushi as you think. **66% of consumers expect their brands to understand their individual needs.** Suggesting the ever-popular vegetarian bars and bites available in the area is a better fit for their previous choices. Features like this are only accessible because of the incredible mining power of apps to gather user data and preferences.

By cultivating a relationship through data via an app, you're able to access your customers' direct feedback to improve on any pain points within your brand or products.

Convenience

Apps are the pinnacle of convenience. Users can shop from anywhere, including their bed, the bath and even whilst watching TV on the sofa. Consumers have become accustomed to a certain level of convenience from easy access to films, to food and shopping is no exception.

A shocking **94% of your customers select keywords like 'convenience' and 'easy' when looking for an eCommerce app.** Ensuring your app has the smoothest journey from product to checkout is massively beneficial to your success. Think about it, your target audience doesn't have to go through a convoluted journey to get their fix. One click-checkouts are the way forward with impulsive shopping grabbing the attention of your customers. And the best part for you? It's extremely easy to set up within your app. Productologists and designers can ensure your customers' journey is seamless and easy.

3

The technical advantages

From speed to accessibility mobile apps are leaps ahead of the game



Faster than websites

1 in 4 customers would abandon a website that takes more than 4 seconds to load.

Although to us, four seconds seems minuscule to your customers that's the vital difference between a sale and losing to a competitor. And thankfully apps are generally faster than websites. Unlike a website or a mobile site, an app doesn't rely on running through a browser. Instead, information is stored locally, in the app and can be accessed far faster. The valuable customer information we mentioned above is saved on the app too, removing the repetitive process of asking your customers their size and preferences each time they want to purchase something from you.

Access to phone features

Mobile apps have the benefit of being able to use a phone's existing built-in features. GPS location services mean a food delivery app can access the local stores easily without requesting that information from the customer. Or if a customer wants to upload a photo with some feedback- they can easily access their camera roll to do so. Basically, simply put this means you can give your customers a better overall experience with more features, simply by piggybacking onto features built into the phone.

Maintenance

Like a home, eCommerce stores need care over time and with apps, you can easily stay in control of available stock or update any bugs. As you own the process it's easy to see if stock is running out for a particular product or if a certain page is lagging behind - and most developers offer maintenance packages like Builder Care. So your software never goes out of date. Ensuring a seamless customer experience and you don't have to worry about a thing.

4

Your app checklist

Clearly, apps have dramatically risen in popularity and drastically shifted the way consumers shop. Placing at the forefront an emphasis on convenience, accessibility and personalisation.



Brand awareness

Constant access direct to your target audience's mobile is hugely beneficial for exposure and recognition.



Customer experience

The valuable data gathered can significantly improve your audience's shopping experience and therefore their value as a customer to you.



Tech

The technological advantages offered by having your own app are incredibly valuable in the long term to your business and consumers.

Visit the [Studio Store blog](#) to learn more about industry trends, news and everything else to make your app the ultimate success story.

Learn more about how Studio Store can support your next app build journey [here](#)

