



WHY EVERY ONLINE ECOMMERCE STORE NEEDS MOBILE APP?


ABSTRACT

- Mobile Apps Replacing Ecommerce Websites.
 - Statistics – Sales Forecast.
 - Statistics – Customer Engagement.
 - What Google Has To Say About Mobile App?
 - Google Supports Mobile App Selling.
 - Facts About Mobile App Selling
 - Benefits Of Mobile Apps To Ecommerce Industry
 - You Must Be Thinking Why Mobile Apps Instead Of Mobile Responsive Website?
 - How To Plan A Mobile App For Online Store?
 - How To Start With OpenCart Mobile App?
 - How To Do Mobile App Marketing?
 - Start Selling With Exlcart Mobile App Using Your Brand Name.
- 


MOBILE APPS REPLACING ECOMMERCE WEBSITES

- Ecommerce companies are taking their mobile strategy to the next level by giving their customers a more personalised, satisfied and dedicated shopping experience.
 - Websites, either mobile responsive or not, will become obsolete for the ecommerce industry as companies are taking the leap to an App-only user experience.
- 

STATISTICS – SALES FORECAST

- 535 million consumers worldwide will make a purchase this year on a mobile device. (Source: Goldman Sachs)
 - Mobile ecommerce sales worldwide are projected to be \$626 billion by 2018. (Source: Goldman Sachs)
 - 75% of consumers think companies should make answers to all their common questions available via Smartphone's. (Source: Synthetix)
- 

STATISTICS – SALES FORECAST - CONTINUED

- 70% of shoppers remain mobile-ready, even when they are inside a store. (Source: Usablenet)
 - 60 percent of mobile coupon users say they will “gladly switch brands to use a coupon” (GFK)
 - 66 percent of companies that saw a decrease in customer loyalty over the past year do not have a mobile app (Apptentive)
- 

STATISTICS – CUSTOMER ENGAGEMENT

When providing experience across different channels, it seems that mobile customer service is expected to soar. Why? Well, because a bad mobile experience can do serious damage to your brand and end up in losses in business. According to WOW Local Marketing, 52% of customers are less likely to engage with the company because of bad mobile experience.


STATISTICS – CUSTOMER ENGAGEMENT -

CONTINUED



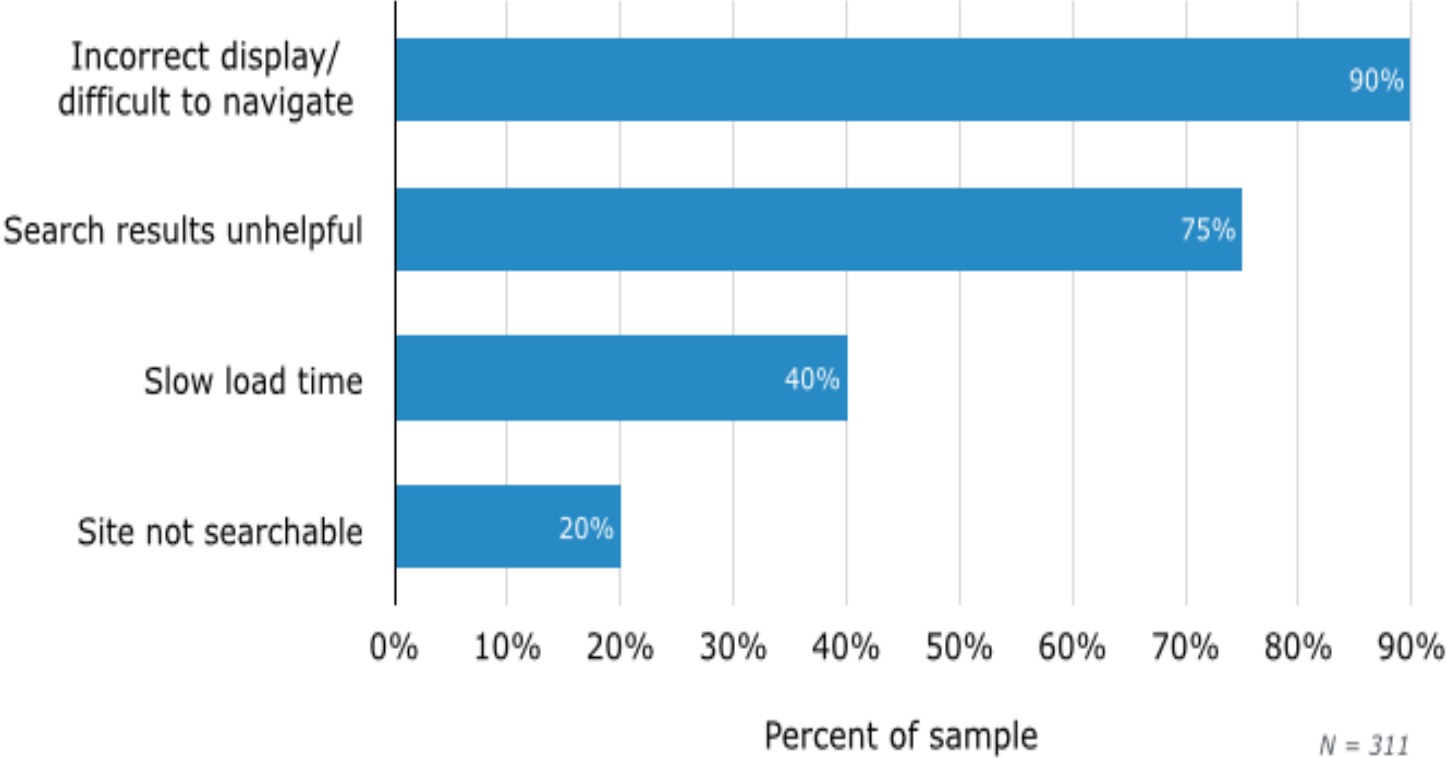
STATISTICS – CUSTOMER ENGAGEMENT

CONTINUED

- 84% of companies, who claim themselves to be customer-centric, focus on the mobile customer experience.
 - It's no longer the question whether the mobile experience is important or not. We already know it is! By 2017 mobile search will generate 27.8 billion more queries than desktop search.
 - However, it seems that companies have been a bit slow to adapt, with 90% of customers saying they have had poor experience seeking customer support on mobile, according to Software advice.
- 

STATISTICS – CUSTOMER ENGAGEMENT

CONTINUED



WHAT GOOGLE HAS TO SAY ABOUT MOBILE APP?

Keynote Announcement – “The shift to mobile is not something that is happening. It has happened. Google has a whole new vision for AdWords and Analytics for a mobile-first world.”

Spokesperson – Sridhar Ramaswamy – Google’s senior vice president of Ads and Commerce.

Source: Performance Summit 2016.




WHAT GOOGLE HAS TO SAY ABOUT MOBILE APP? – CONTINUED..

- Google's announcements was more about **mobile computing and smartphones**.
- Also included that **50 % of searches on Google** are from smartphones.
- For websites using Google Analytics, **gets over 50 % of traffic** from smartphones and tablets.
- In 2016, Google has found that **85% of mobile search results** were optimized for mobile.
- Introducing new **mobile-specific ranking criteria**.
- Pages with **mobile pop-ups** probably won't be ranking as highly when these new algorithmic changes take **effect on January 10, 2017**.


GOOGLE SUPPORTS MOBILE APP SELLING

- Mobile search on Google changes retailer place and brand shopping plans for more than **75 % of mobile shoppers**. *Source: Google.*
- **64% of mobile shoppers** search on Google for ideas about what to buy before shopping at a physical store. *Source: Google.*
- Mobile searches for “best” products have grown by more than **50% in the last year** in the top retail categories. *Source: Google.*
- Mobile searches related to “best gift” grew **70%** year over year.
- Mobile searches related to “cheap or inexpensive gifts” grew about **35%**.
- Mobile searches related to “unique gifts” grew more than **65%**.
- Mobile searches related to “cool gifts” grew about **80%**. *Source: Google.*

FACTS ABOUT MOBILE APP SELLING

- Last year **4 out of 5 mobile owners** turned to their mobile to shop during those spare bits of time.
 - It's predicted that online sales will **increase 16 % over 2016**.
 - Some sources are also predicting that mobile holiday purchases will outstrip desktop purchases for the first time in **2017**.
 - Ecommerce businesses can **no longer afford to ignore their mobile presence**, or their mobile search marketing.
 - Just by having a mobile presence isn't good enough, your mobile presence must be **optimized for performance in Google mobile search**.
- 

BENEFITS OF MOBILE APPS TO ECOMMERCE INDUSTRY

- Mobile apps boosts customer loyalty which improves conversion, engagement and revenue.
 - Mobile app checkout process can be completed using internet banking apps, digital wallets, credit card scanning and more.
 - Mobile app branding your ecommerce store is a must if you are among the top competitors in the market.
 - Mobile apps are more responsive and have very less connectivity issues.
 - Mobile apps can easily track and understand customer behaviour.
 - Take data-driven business decisions with Mobile analytics tools.
- 

YOU MUST BE THINKING WHY MOBILE APPS INSTEAD OF MOBILE RESPONSIVE WEBSITES?

MOBILE WEBSITES

- Responsive websites will cost you less.
- Don't have to create a new website from scratch.
- Adapts the current website contents to a responsive one.
- Optimized for better readability and functionality.

MOBILE APP

- Mobile apps can run in the background, record users interactions with other websites or search.
- Send push notifications to notify your users for events, promotions, do marketing campaigns etc.
- Mobile app user may already have a mobile wallet as Google Wallet, PayPal, and Apple Pay etc. for easy payments.
- Access to the apps is faster than the mobile website.

HOW TO PLAN A MOBILE APP FOR ONLINE STORE?

- Note your audience, their habits, their convenience and then plan your mobile app.
- In order to make a good mark in terms of customer engagement, you can take the help of OpenCart mobile app module from Exlcart.
- To boost your Opencart online ecommerce business, store owners should purchase a feature packed OpenCart mobile app module for attracting mobile users.

HOW TO START WITH OPENCART MOBILE APP? – CONTINUED..


After the purchase of Exlcart OpenCart mobile application module,

- Exlcart developers will install and configure mobile app in store owner's OpenCart online store .
- While installation, the store owner will be presented with a set of questionnaire that will help in providing the required functionality and customizations.
- Once prerequisites are received, mobile app developers deliver store owners the required mobile app for their OpenCart website.
- Developers will export the mobile apk file in respective Play store to publish them online with your brand name.

HOW TO DO MOBILE APP MARKETING?

- Plan your Social App marketing strategy.
- Develop post with supporting contents, images and links.
- Develop interesting post that interacts with your followers and fans that drives to Mobile app page.
- Content should spread through the length and breadth of the social media using Press releases, Blogs, Slideshows, Videos, Images, Infographics, PPT, Case studies, Reviews and more.

START SELLING WITH EXLCART MOBILE APP USING YOUR BRAND NAME.

- Access the complete source code after purchase.
 - This mobile app and its coding are designed in such a way that it gets too easy to integrate to almost any ecommerce site.
 - To get started try our demo and play around with all the features in the online store and mobile app.
 - You can also connect with our representative to go through our video tutorials, documentations and live demo.
- 

START SELLING WITH EXLCART MOBILE APP USING YOUR BRAND NAME. - CONTINUED

- EXLCART's Opencart mobile app will convert your Opencart web store into a Mobile Application, so that your customers can easily visit your store on the go.
- We don't just boast upon being the #1 opencart native mobile app platform but very much prove it with our satisfied customers all around the world.
- The Mobile app has no monthly fees burden which makes it unique in the opencart mobile app market.



www.exlcart.com