



The app commerce company

THE RETAILER'S GUIDE TO CONSUMER BEHAVIOUR **DURING THE PEAK TRADING SEASON**



CONTENTS

- INTRODUCTION
- EXECUTIVE SUMMARY
- THE GOLDEN GOOSE OF RETAIL
- APP'S SHARE OF ECOMMERCE SET TO GROW
- HOW SHOPPERS ARE SHOPPING
- DOWNLOADS
- PUSH NOTIFICATIONS
- US CATCHING THE UK
- GETTING GRANULAR ON BLACK FRIDAY
- APP PERFORMANCE
- ENGAGEMENT DRIVES REVENUE
- BATTLE OF THE MOBILE BRANDS
- APP COMMERCE BUCKS THE TREND
- BOTTOM LINE

INTRODUCTION

Over the last decade the retail landscape has drastically changed, the majority of which has been driven by the evolution of technology and the introduction of new shopping traditions. Advancements in technology have shaped the demands of consumers and amplified the importance of one specific trading period of the year; Peak Trading Season, otherwise known as the “Golden Quarter”. We’ve heard many horror stories over recent years depicting how the high street is dying and has been harshly hit during 2018, struggling to compete with the convenience, ease and price offerings of internet’s most successful retailers. Most recently we’ve heard how ecommerce, especially mcommerce, has matured and is starting to plateau. With this in mind we pose the question;

Why does app commerce prosper during the “Golden Quarter”, meanwhile the rest of retail faces hardship?

In this whitepaper we will tackle how and why retail apps have proven so successful during the worst Christmas for retail since 2008 by examining over 209m sessions across app, mobile web and desktop.

We’ll cover:

- How consumers shop and what drives their purchasing behaviour with some tips on best practices for the future and how to double-down on app commerce over the peak trading period.
- How these shopping behaviours impact retailers over the “Golden Quarter”.
- Hear from the experts and retailers on the how and why app commerce has proven so crucial to the consumer.

EXECUTIVE SUMMARY



44%

Apps' share of mobile revenue on Black Friday



189,000

Hours spent on apps over Cyber Weekend



5x

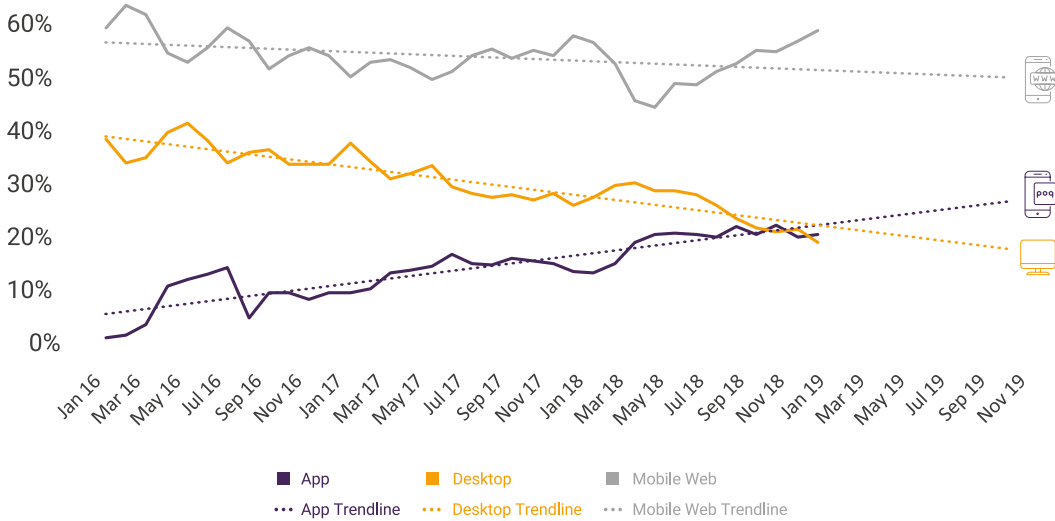
5x More time spent in app per user than mobile web in Q4



73%

Of revenue driven by Apple devices in Q4

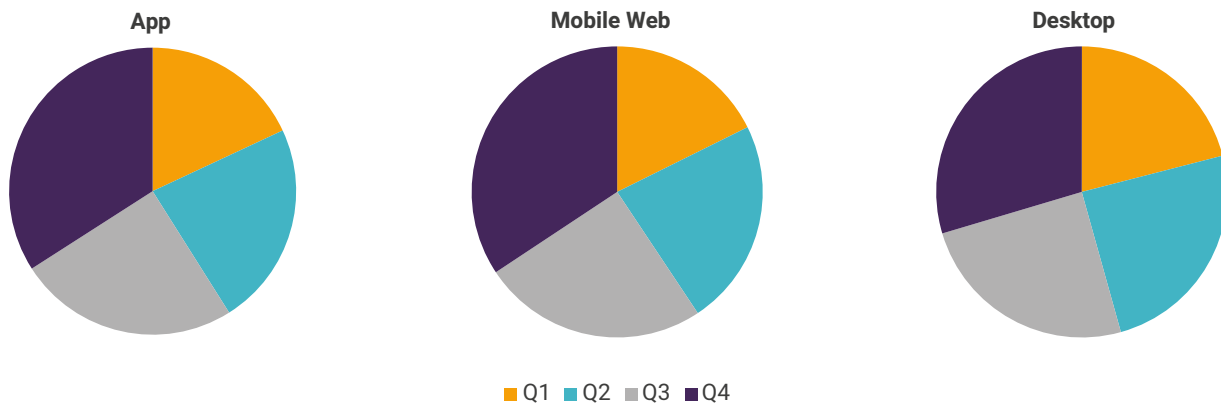
SHARE OF REVENUE BY CHANNEL



THE GOLDEN GOOSE OF RETAIL

Why is Q4 so dominant?

Before we dive into the psyche of the shopper, let's put into perspective the importance and dominance of Q4 on the retail year and what makes this golden goose so special. Consistently across ecommerce (inclusive of the desktop, mobile and app channels), the "Golden Quarter" truly proves itself worthy of its title.



When examining the annual revenue for 2018; shown here by quarter, each channel is a replica of the one which precedes it. Consistently, the online retail landscape demonstrates that Q4 is the mammoth that we make it out to be. On average, quarters 2 and 3 account for a respectable 25 per cent of annual revenue. Meanwhile, Q1 under-represents itself for the year. This quarterly portioning of revenue throughout the year is typical and should see retailers continue to maximise on the cash cow that is the "Golden Quarter".

What made Q4 2018 sales a variety of results?

Research from the [British Retail Consortium](#) and [KPMG](#) found that in December online sales of non-food products grew 5.8 per cent; smaller than the growth experienced in December 2017 (7.6 per cent). Findings from the [Office of National Statistics](#) concur that December was a mixed-month of slowed growth for ecommerce. December saw a year-over-year growth of 13.9 per cent, however shoppers spent 1.1 per cent less than they did in November 2018 and purchased 1.3 per cent fewer products.



But fear not, your knight in shining armour is here...

APP COMMERCE

The rapidly growing channel

Enter your noble steed and loyal companion, the native retail app. As we discussed above, ecommerce growth slowed in 2018, however, savvy retailers softened this blow with the use and active marketing of their retail apps. On arguably the most important day for the high street, the Saturday before Christmas Day, dubbed “Super Saturday”, [Springboard](#) found that footfall declined 1.7 per cent compared to 2017. On the contrary, we found that the busiest day of the year for app commerce, Black Friday, in fact saw a **41 per cent increase in traffic** compared to the year previous.

This story continued across the entire quarter for app commerce, we saw a year-over-year growth of app revenue of 63 per cent. Far above the recorded growth of revenue for ecommerce overall.



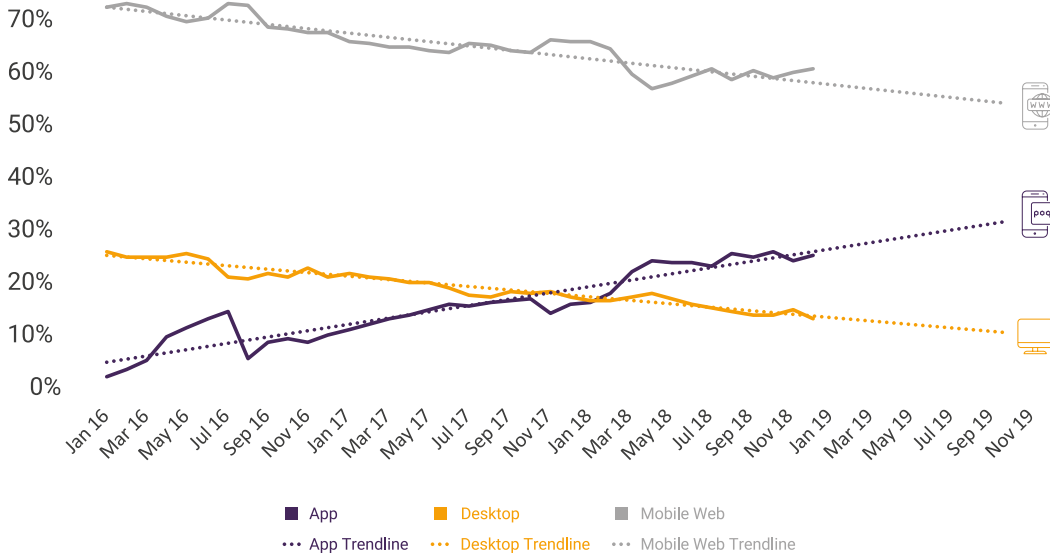
APP'S SHARE OF ECOMMERCE SET TO GROW

Sessions are a precursor to revenue

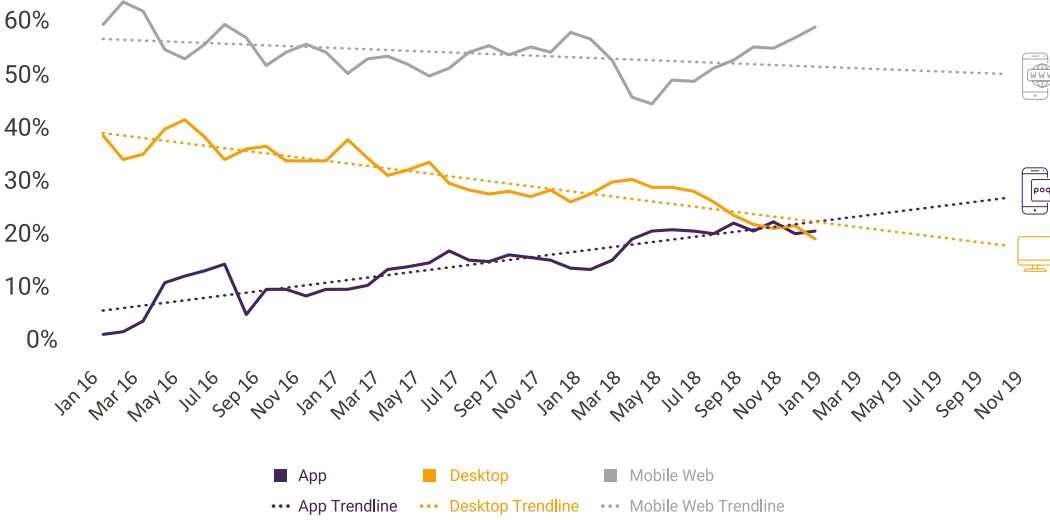
Over the course of the last three years (2016-2018) we have examined ecommerce visits (sessions) and revenue by channel and look to the future of ecommerce to come.

When looking across both session and revenue share (see charts below) for fashion retailers since 2016, app commerce has remained on a steady growth. It's no coincidence that desktop has seen a decline in share across both sessions and revenue. App overtook desktops' share of the market in Q4 2017 in terms of sessions and in Q4 2018 in terms of revenue. Mobile web, was clearly in the lead for sessions and revenue at the start of 2016, has seen a steady decline in its ownership of market share. Interestingly, the patterns first seen in session share (where app overtakes desktop) were only replicated in revenue share approximately 1 year later.

SHARE OF SESSIONS BY CHANNEL



SHARE OF REVENUE BY CHANNEL



By taking a trendline for each of the shopping channels over the upcoming year, we can see that fast fashion app’s trajectory continues to grow, meanwhile desktop and mobile web are set to decline across session and revenue share in 2019.

What’s the key driver for the continued growth in app commerce?

Research from App Annie also found that Q4 2018 was a defining period for app commerce:

- Globally, November 2018 marked the biggest mobile shopping month of all time by total time spent in shopping apps
- **Shopping app sessions grew 65 per cent** compared to 2 years previous
- On Android devices alone in the weeks of Black Friday and Cyber Monday a massive **130M hours were spent in shopping apps**. A twenty per cent growth year-over-year

Additionally, App Annie identified that the vast majority (69 per cent) of all apps in the shopping category were from pure-play online retailers. Whereas brick-and-mortar retailers were under-represented and only accounted for 5 per cent of shopping apps. This gap in app commerce offers a large space for brick-and-mortar retailers to move into and develop into brick-and-click retailers.

What can we expect from app commerce in the peak trading seasons to come?



We anticipate that app commerce's influence on the "Golden Quarter" will continue to grow. Although late to the party, with brick-and-mortar retailers starting to step up to the plate. We anticipate that in 2019 more brick-and-mortar retailers will get onboard, narrowing the lead pure-play retailers have within the mcommerce and app commerce spaces. The brick-and-mortar retailer will evolve into a new multichannel beast, the brick-and-click retailer. Delivering a truly fluid omnichannel experience for consumers in order to stay relevant to the tech driven consumer.

So, now we understand the vast scale and growth of app commerce and how it looks to shape shopping in Q4's to come, **how is consumer behaviour driving this trend?**



HOW SHOPPERS ARE SHOPPING

Consumer behaviour 101

In order to appreciate the impact of app commerce on the consumer shopping experience, we'll need to investigate how consumers are shopping and what key insights we can draw on to enable retailers to influence and encourage future purchase decisions.

CYBER WEEK

What shoppers did

Cyber week is arguably the most influential week of the year for retail, so understanding and breaking down shopper behaviour over this period couldn't be more important.

The weeks building up to Black Friday regularly sees retailers marketing efforts go into full swing. Breaking through the volume of noise to drive brand awareness and inform consumers of sales quickly becomes resource intensive and costly.



DOWNLOADS

The optimal time for promotion

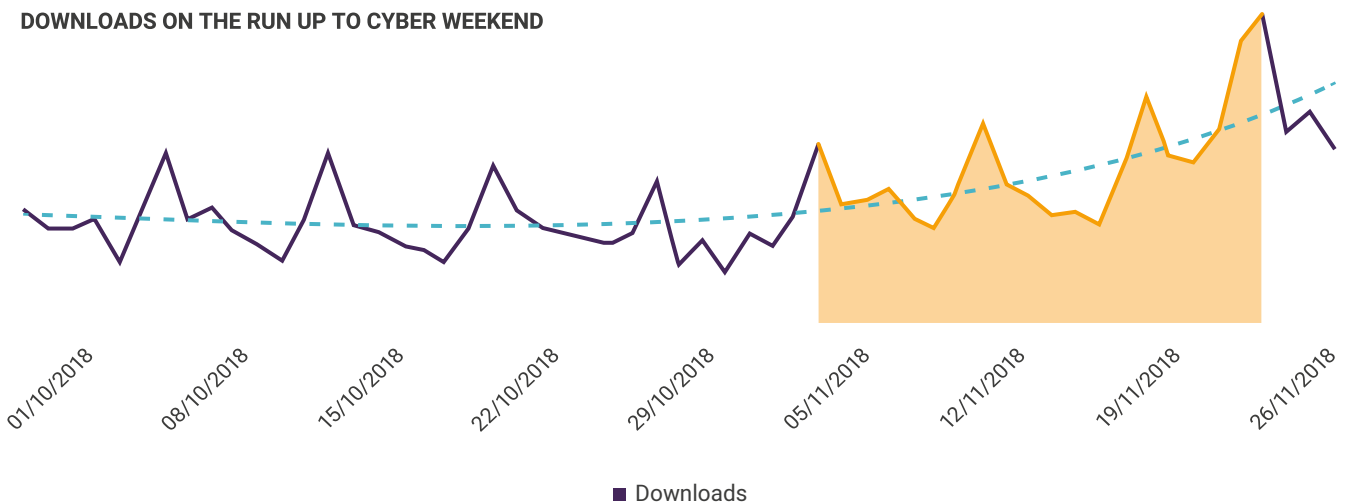
Knowledge is power and knowing when most consumers are looking to download shopping apps empowers retailers to efficiently target and drive downloads in this golden window of opportunity.

From our research it's unsurprising that Cyber Weekend itself saw the highest volume of daily downloads for retailers. However, in the three weeks prior to Black Friday, **average daily downloads exceeded the daily average for 2018 by up to 59%** in the week of Black Friday alone. This identifies as the period when consumers are looking to download retailers apps ahead of Black Friday, in hope of early sales and to ensure they have easy access to retailers when the biggest sales go live.



Top Tip: Golden window for driving app downloads is 3 weeks prior to Black Friday

DOWNLOADS ON THE RUN UP TO CYBER WEEKEND



Notably across October and November, **Sundays consistently see the peak for daily downloads each week.** We attribute this to the availability of wi-fi access. Shoppers are most likely to be at home on a Sunday with easy access to wi-fi, downloading apps in this way is the quickest and easiest method for most shoppers with relatively little disruption to their daily routine. Downloading apps ahead of the working week benefits consumers as native apps cache and store a limited amount of data on the user's phone, giving greater usability with intermittent and unreliable 4G or public wi-fi signals during the normal work day or daily commutes. Therefore, Sundays could prove a successful day for app marketing, especially through techniques such as retargeting ad campaigns. As more shoppers look to download shopping apps on Sundays, a little influence could go a long way.

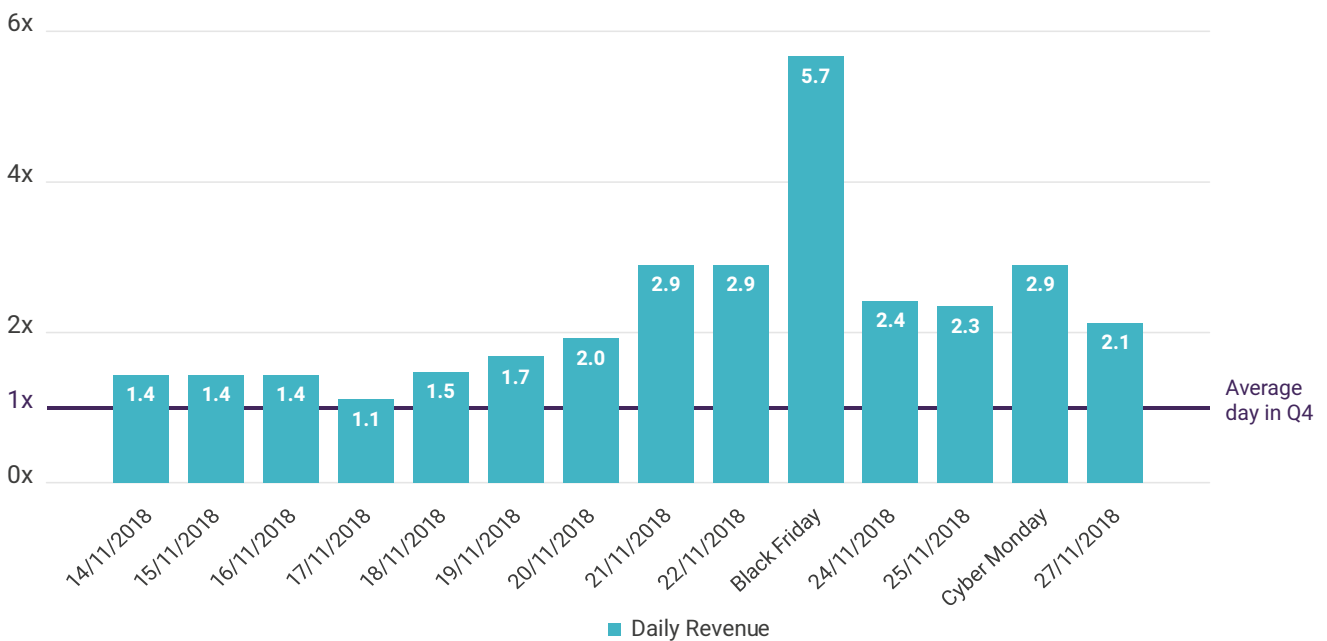


Top tip: Targeting app marketing on Sundays could drive greater downloads



Downloads aren't the only metric that make a great indicator of when app shoppers prefer to shop and spend. Taking a closer look at what we dubbed "Cyber Fortnight" in our [App Commerce Peak Trading Report 2017](#), Black Friday 2018 predictably saw the highest app revenues. Everyday across the Cyber Fortnight (from Wednesday 14th November through until Tuesday 27th November) daily app revenues remained above the average for Q4.

CYBER FORTNIGHT APP REVENUE COMPARED TO AN AVERAGE DAY IN Q4



We are sure you're already aware that Back Friday should be a priority for retailers to promote engagement and sales. Compared to 2017 however, Black Friday seems to have made a bigger leap in revenue compared to Thanksgiving than in 2017. Averaged across the fortnight, each day saw an **126 per cent increase in app revenue** compared to the average day in Q4.



PUSH NOTIFICATIONS

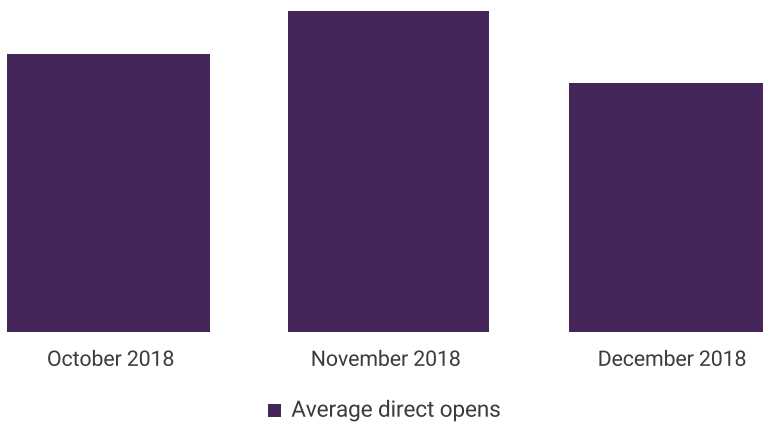
How to get shoppers using your app

Now you've driven shoppers to download your app and you've got that most valuable space on their beloved personal devices, you'll need to start thinking about how to get them shopping over Cyber Fortnight. We took a look at over 700 push notifications sent to over 71 million devices during Q4 2018.

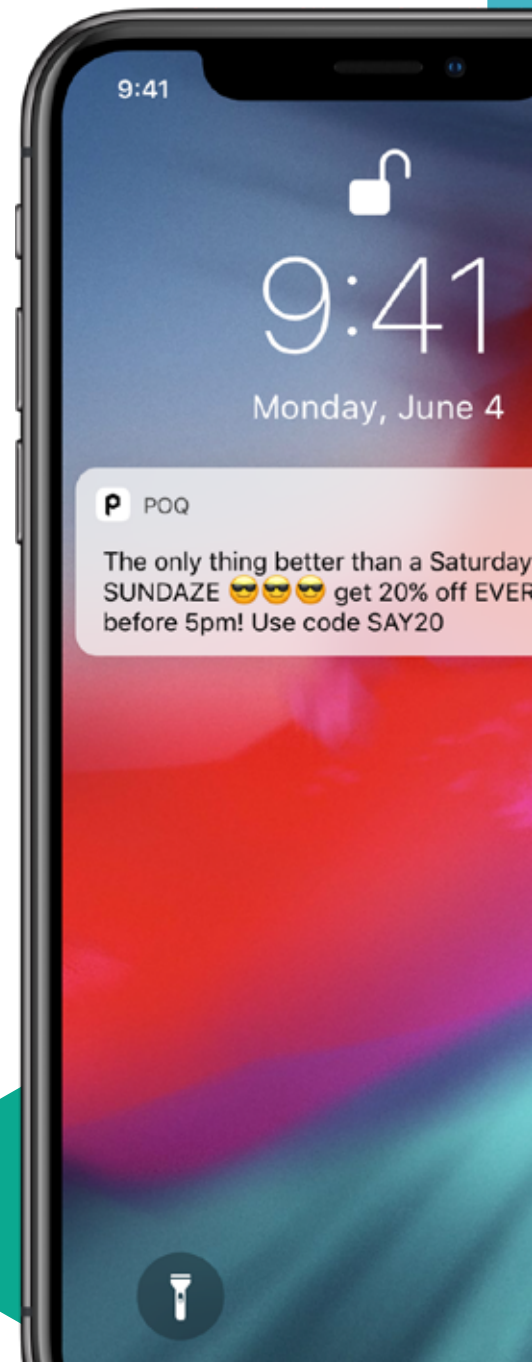
Retailers with apps are hitting hard at the optimum time.

In November, direct app open rates were 13 per cent higher than the average for Q4, suggesting that shoppers are more likely to directly open an app from pushes sent in this month. This is most probably due to the content being focussed around sales (64 per cent of pushes sent across Q4 by retailers on the Poq platform were about sales or discounts) and retailers made the most of this insight in Q4, 2018. In November, 23 per cent more push notifications were sent than the monthly average for Q4.

PERCENTAGE OF DIRECT APP OPENS FROM PUSH NOTIFICATIONS



Top tip: Retailers should double-down on push notifications in November, making a special effort to inform consumers of sales



What does this mean for the future of app commerce?

Amidst the reports that instore like-for-like sales were down in Q4 2018 and overall sales growth was marginal; **app commerce bucked the trend, seeing year-over-year growth of 63%**. Apps' stability as a revenue channel for retailers is growing. Combined, Millennials and Gen Z are expected to account for 70 per cent of consumers by 2028 and are already shaping the way we shop. As technology-minded generations, their demand for better digital shopping experiences has driven the app shopping experience and improvements in retail app functionality and security.

Confidence in shopping apps is spreading and will continue to spread amongst consumers, driving greater downloads, sessions and purchases.

Is this the same globally?



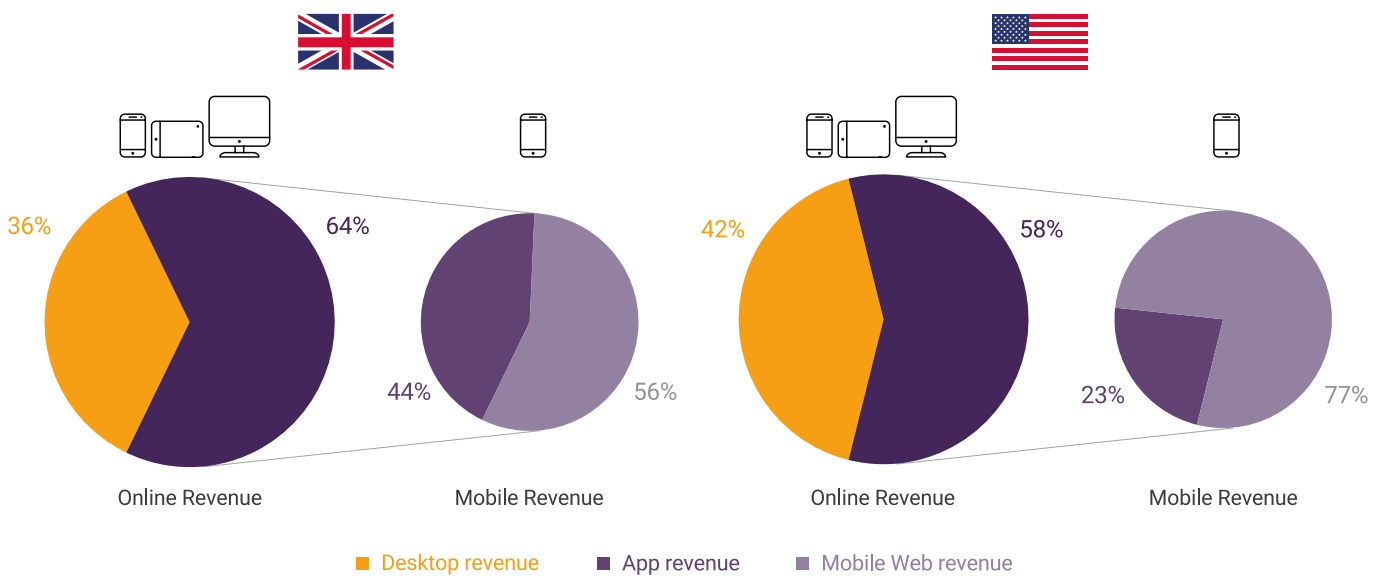
App commerce prediction: Cyber Fortnight will continue to dominate Q4, whilst Black Friday reigns as the leading sales day for 2019



US CATCHING THE UK

App commerce growing in the US

The latest research from App Annie has shown that the US has typically been slow to adopt mobile and specifically app commerce as a primary form of shopping. This concurs with our research, where **app's share of mobile revenue in the UK grew to 44 per cent** over Cyber Weekend compared to just 23 per cent in the US.



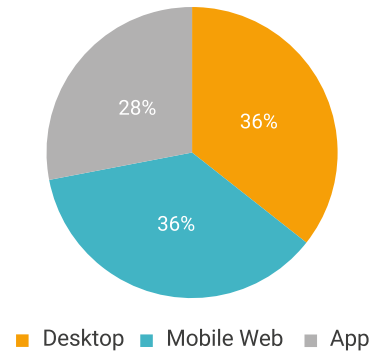
However, App Annie argues this may no longer be the case. US leading brick-and-mortar retailers including the likes of; Walmart, Nordstrom and Target made mobile and particularly app commerce a focus of theirs in 2018, fuelling the growth of time spent in shopping apps. As these leaders drive the US market into app commerce, we expect other retailers will have to quickly follow suit to capture and remain competitive in the market.

In 2019 app commerce looks to continue to gain momentum both in the US and globally. We anticipate that the US market will follow the adoption of apps that we've seen in the UK and for consumer demand to grow for this more convenient and engaging way to shop.

In the UK, **apps' share of total online revenue was 28 per cent**, meanwhile both desktop and mobile web saw a 36 per cent share. Now desktop has lost the top spot and it looks as though mobile web and desktop jostle to be top dog, app commerce is quickly gaining pace and showing no signs of stopping. Desktop's loss of momentum has been seen globally throughout 2018, especially in the fashion industry where, mcommerce took 46 per cent of revenues compared to 44 per cent on desktop.

We anticipate that over the coming years, desktop will gradually become less relevant for online shoppers and mobile web and apps will be the driving force of ecommerce revenues, jostling for the top spot. Mobile web and app have a particularly unique and complementary relationship which is not shared with desktop. This dynamic relationship sees mobile web as a channel in which to acquire new users, make them familiar with the brand and ultimately encourage them to download the app. At which point, shopping apps give users the retailers "real" brand experience, engage and retain users, turning them into a "super user" and advocate of the brand.

UK SHARE OF REVENUE BY CHANNEL



We heard how fast fashion retailer Missguided are using their digital channels in this way to drive customers from mobile web to app in order to give consumers the best and true Missguided shopping experience from Missguided Chief Digital Officer, Jonathan Wall at [App Commerce 2017](#).



“I see mobile web very much as acquiring the customer and mobile app is about engaging your customer” Jonathan Wall, CDO, Missguided

Watch the highlights from Jonathan Wall

This notion of a “super user” holds true for app on Black Friday in particular, British fashion retailers on the Poq platform saw **2.8 times higher percentage of users who made more than one purchase on their app** compared to their mobile websites. These shoppers also spent **22 per cent longer on retailer’s apps** than those on mobile web, and spent **14 per cent more on purchases** in the app than their mobile web counterparts, showing how much more valuable an app experience really is. Not only are we seeing this journey of growing loyalty and engagement from new user to “super user” in the UK, but as technology and leading US retailers push forwards, we’ll see the US app market share start to reflect this too.



GETTING GRANULAR ON BLACK FRIDAY

Black Friday breakdown

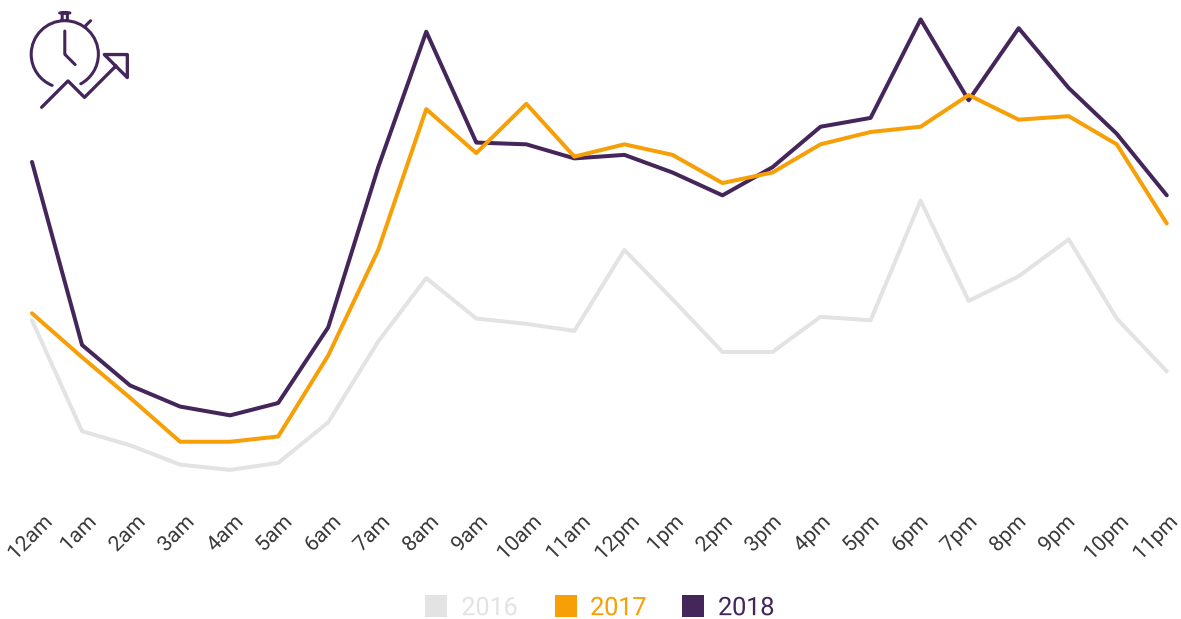
Now we've identified that apps are making a bigger contribution and holding a larger influence on peak trading. How do consumers shop on Black Friday and how can this inform us of when is best to drive users to shopping apps through the likes of personalised emails and push notifications?

BLACK FRIDAY BEHAVIOUR

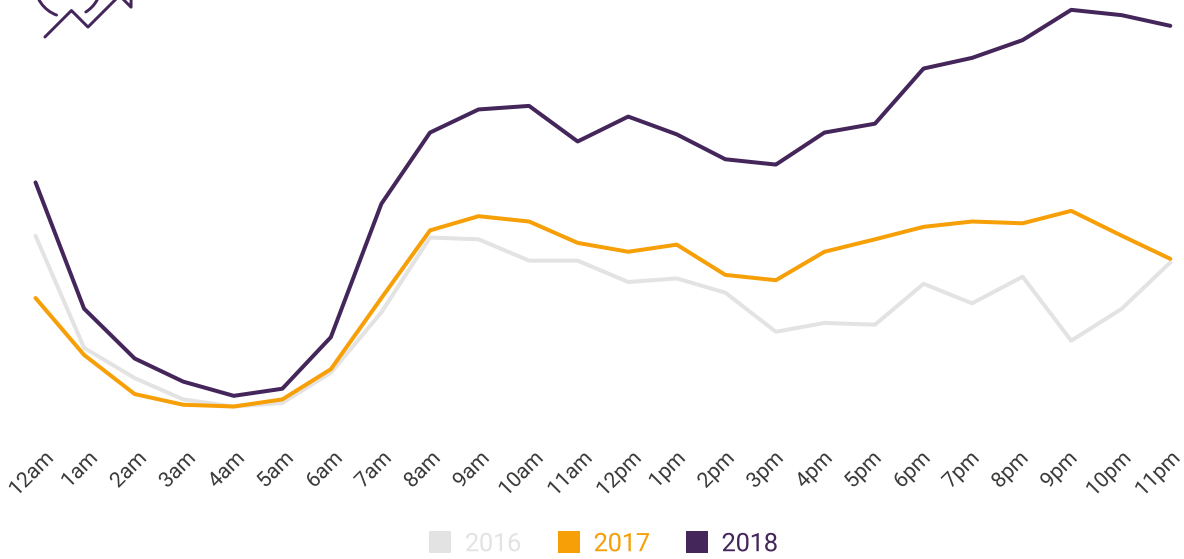
More visits, more revenue and more time spent in app

Firstly, with record volumes of shoppers using apps to purchase over Cyber Weekend, we saw an astonishing **21 years and 7 months** (that's approximately 188,889 hours) spent on our app platform on Black Friday alone. A growth of 61 per cent compared to 2017 and the phenomenon continues to grow, App Annie reports that **130M hours** were spent in the weeks of Black Friday and Cyber Monday in the US on Android devices alone. That's an increase of 20 per cent year over year.

BLACK FRIDAY | HOURLY SESSIONS



BLACK FRIDAY | HOURLY REVENUE



Interestingly, over the last three years a similar pattern of spending and app traffic has been seen and predictably it grows each year. One of the key points here is that although the busiest hour on app, seeing the **highest volume of sessions is at 6pm**, this is not the hour when most purchases are made. It is our belief that as Black Friday draws to a close, those who have been browsing the sales throughout the day start to feel the fear of missing out on the Black Friday deals. With this in mind, **most purchases are made at 10pm**, well in time to make the sales and still go to bed at a reasonable time.



Top tip: Drive users back to your app with a fear of missing out in the later evening hours with push notifications

So, based on when they buy and when consumers are using apps, let's take an educated guess on the how users are shopping

The early bird commuter - Consistently over the last three years, we've seen a peak in both app usage and app spending on Black Friday around the hours of 8am and 9am. We like to call these shoppers the early bird commuters. With such high volumes of app traffic at these hours, it's worth a retailer's time to schedule a push notification either just before this peak or during, to subtly and gently remind shoppers who might be idly browsing their phones on the daily commute.



Top tip: Double-down on sending a push notification just before or during the start of the peaks in app traffic on Black Friday



CHAMPION OF SALES DAYS

Spoiler alert, it's Black Friday

As was foreseen, and no one really doubted it, Black Friday has been declared champion of the sales days in app commerce too.

What makes Black Friday so powerful?

Black Friday commands conversion, seeing a greater percentage of shoppers who visit apps convert to making a purchase. Conversion rates on Black Friday were **33 per cent greater than Boxing Day** and a 10 per cent greater conversion rate than Cyber Monday.

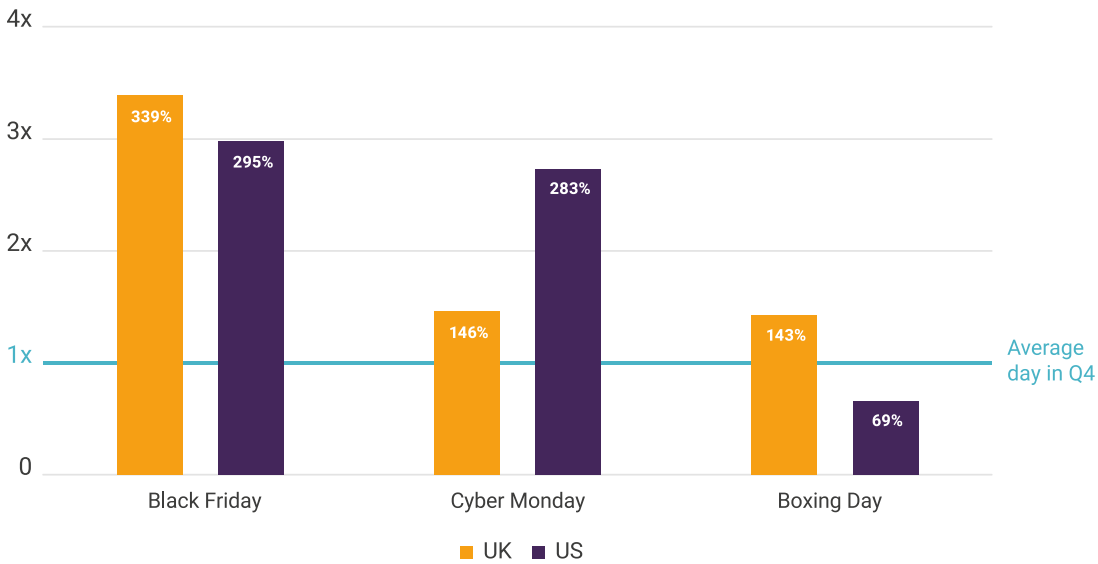


CONVERSION RATE



Predictably, with increased conversion comes revenue growth. When comparing revenue across the three of the most popular sales days in Q4, Black Friday was undeniably the champion. However, shopping behaviour by country varies considerably on Cyber Monday and Boxing Day across the UK and US.

APP REVENUE COMPARED TO AN AVERAGE DAY IN Q4

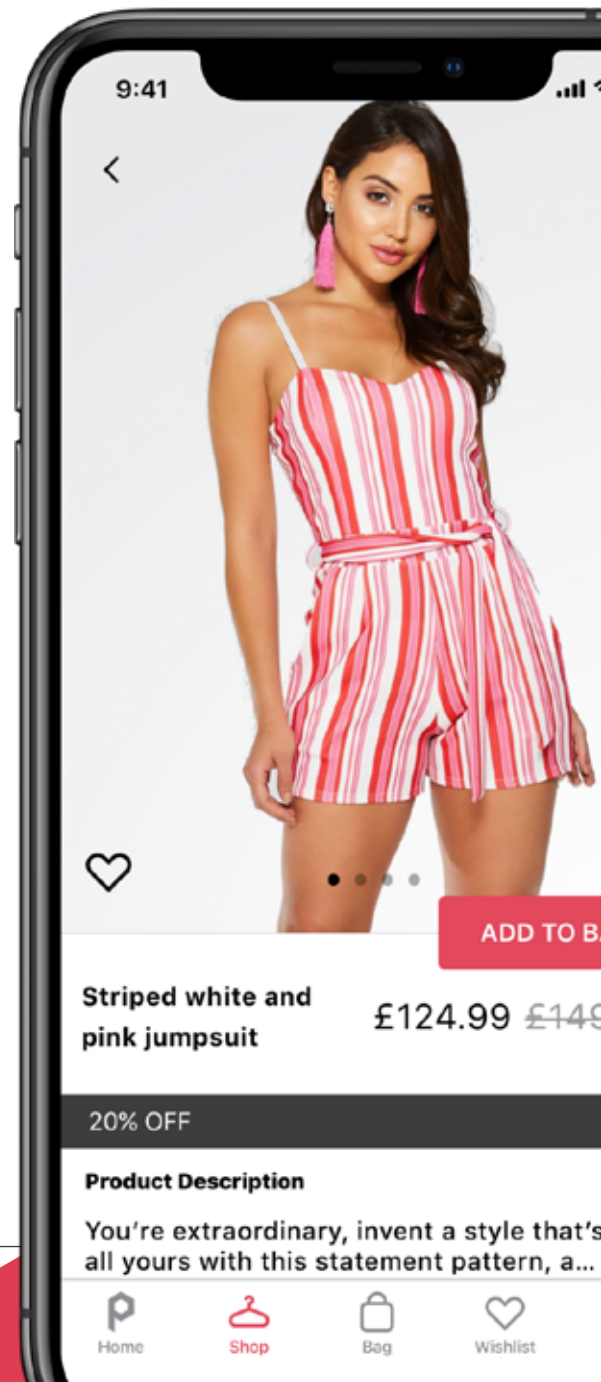


In the US Cyber Monday gave Black Friday a run for its money, with a comparable size to Black Friday revenues. The US power house that has become Cyber Weekend has caught like wildfire globally over recent years and we expect the influence of Cyber Monday in particular to extend across the UK in years to come.

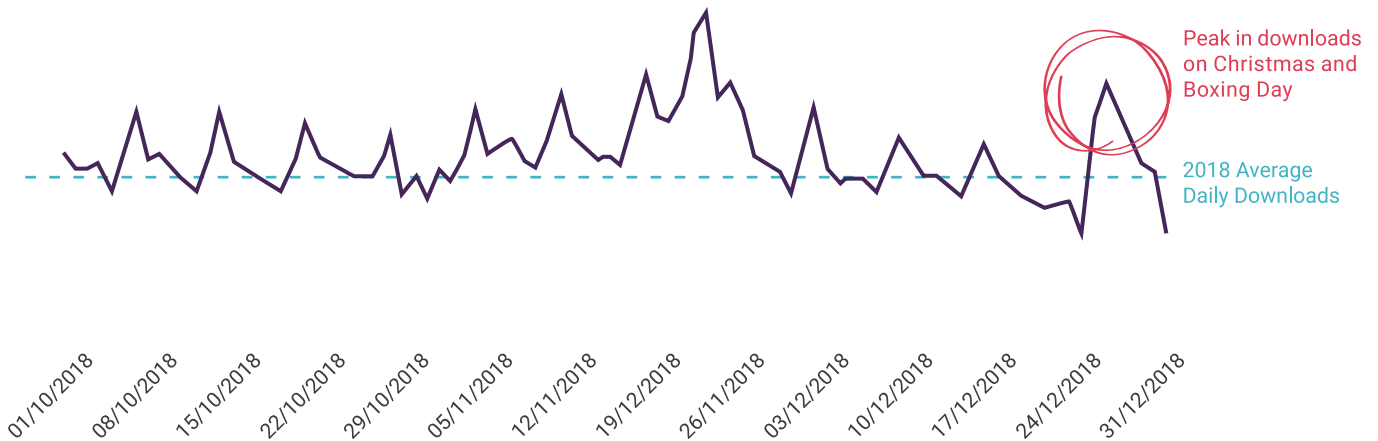
Boxing Day has traditionally been driven by footfall in stores in the UK, but with the boom in ecommerce, it's easy to think that Boxing Day sales have lost momentum. However, in the UK, Boxing Day sales brought retailers some much-needed respite from the post-Cyber Weekend slump and prolonged the onset of a dry January for sales in retail. Surprisingly, Boxing Day gave Cyber Monday a run for its money in the UK in terms of app revenue compared to an average day in Q4, despite not quite catching on in the US.



App commerce prediction:
Cyber Monday will continue to gain traction in the UK, much like it's sister, Black Friday



SUNDAYS SEE THE MOST DOWNLOADS EACH WEEK AND CYBER WEEKEND SEES THE MOST DOWNLOADS OVERALL



As a bit of a British phenomenon, the concept of Boxing Day sales are actually the perfect candidate for app commerce. As apps afford ease and efficiency (not laziness) in the palm of your hand, shoppers can quite easily get away with casually browsing on their phones whilst round the aunts’ house stuck in front of the TV with the family, nabbing those last few deals for the gifts you wished they’d received. Although those socks your nan gives you are never unappreciated. Not only can this be seen in the comparable revenues to Cyber Monday in the UK but also from the spike in downloads on Boxing Day as shoppers have the time to sit down and browse the sales. Christmas Day and Boxing Day are effectively the biggest ‘Sundays’ of the year, although not actually falling on a Sunday this time round. Arguably this is perhaps why Boxing Day remained competitive with Cyber Monday in the UK.

What to watch out for

Singles day continues to grow in Asia, and actually produced revenues 5 times that of Black Friday in 2018. Singles’ Day has morphed into a phenomenal 20-day period now, but will it catch on elsewhere? We suggest watching Single’s Day closely, it could soon be on the radar of your consumers too.

APP PERFORMANCE

Setting the standard for retail

As we established earlier, the UK has remained one of the early adopters of mobile and app commerce compared to the US. As app's share of revenue has continued to grow year-over-year, the dominance of desktop as a shopping channel has diminished. So what has driven this change in shopping behaviour and what does this mean for retailers? Looking at how people spend their time on digital, the average smartphone user spends **3 hours a day in apps**, accessing approximately 40 per month. Spending as much as **87 per cent of time on apps**, compared to just 13 per cent on mobile web. With users spending so much time on native apps over mobile web, they've become accustomed to the functionality and slick experience provided by apps.

In 2009, Mark Zuckerberg launched Facebook's first iteration of what was to become the monster of all mobile apps for iOS and Android. Facebook's app revolutionised the way we consume social media and has now seen over 1 billion downloads on Android alone. With 88 per cent of users choosing to access Facebook via mobile and 91 per cent of visits being made on smartphones or tablets, it's no surprise Facebook's website has declined. This can be attributed to the fact that users have a better experience on app compared to web. Desktop has been left in the dust.

Winners in the app space are setting the standard and becoming the norm for app experiences, seen by app-first businesses beyond the likes of social media, for example; Netflix, Spotify, Tinder, and Youtube. These app experiences are what users have come to expect and they will not see how the shopping experience should be any different. Retailers are not just competing against other retailers, but against all champions in app experiences.

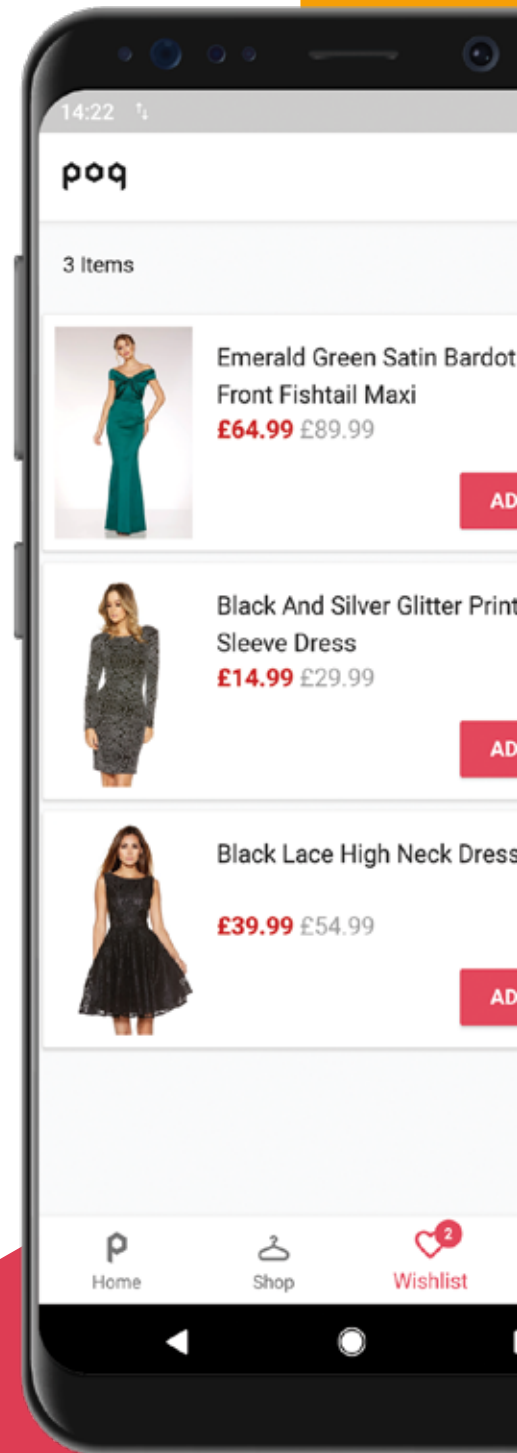




Andrea Trocino,
Chief Product Officer, ASOS

“When I talk about our mobile proposition, I always say, I actually don’t think we look at ourselves or at retailers, we look at what the customers are doing. They spend 5 hours a day, most likely, my guess, is on Facebook, Instagram, Uber, Spotify. That is the kind of experience they are looking for. If you can do something on the Spotify app, like login with your finger print... that’s probably what they expect to do in the retail app.”

As retailer’s cotton on to this and utilise app commerce as a key driver for brand experience, it’s no surprise that **shopping apps saw the largest growth (54 per cent) in sessions** in 2017 compared to any other type of app.

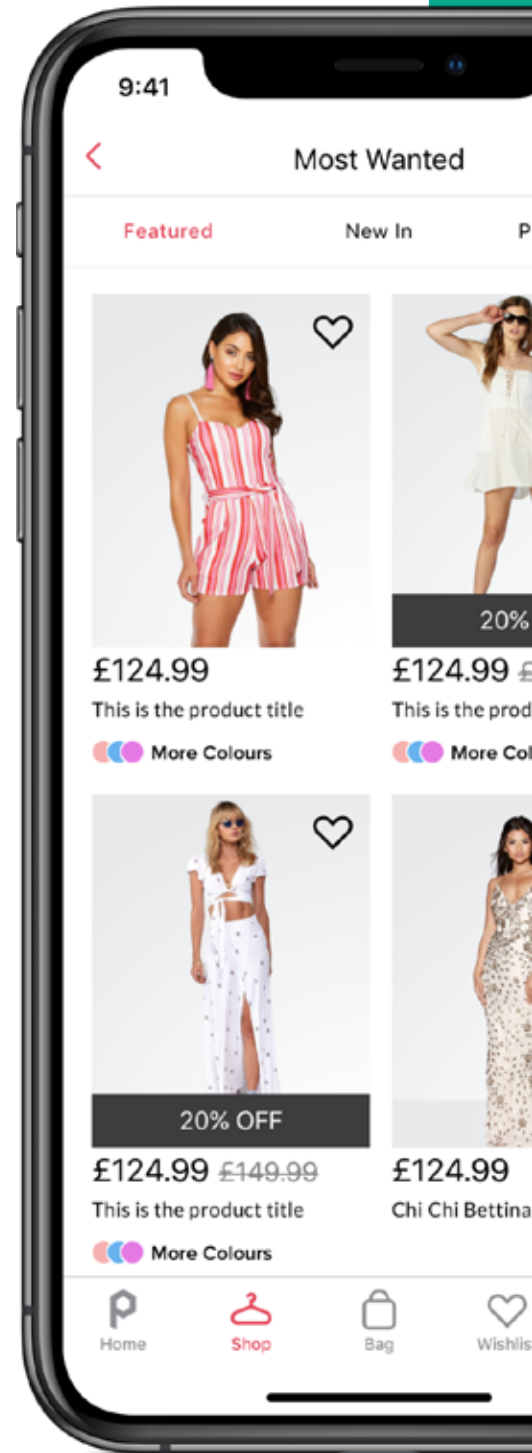




ENGAGEMENT DRIVES REVENUE

More time spent in app correlates with app revenues

As stated earlier in this whitepaper, retailers winning at app commerce formulate their retail strategies around using mobile web to drive users to their apps and present consumers with the best shopping experience within app. The superior shopping experience provided by apps encourages shoppers to be more engaged with the brand and ultimately spend more time browsing their apps, whether it be browsing for products, consuming content like shoppable App Stories or using loyalty features.



Higher levels of engagement were actually seen across the Q4 2018 on apps. In Q4, **total time spent in app per user was 5 times greater than mobile web**, this can be contributed to the fact that both average session length (browse time) and the number of sessions per user were greater than mobile web. According to Nosto, fashion retailers saw an average of 2 minutes, 44 seconds spent per visit on their mobile sites compared to 6 minutes 49 seconds spent on apps per visit across apps on our platform (mostly comprised of fashion retailers), that's 2.5 times greater than Nosto's findings for mobile web.



Top tip: Boxing Day shoppers have less intent to buy than Cyber Monday and Black Friday, so retailers should focus on driving engagement, for example with App Stories and content, to increase transactions



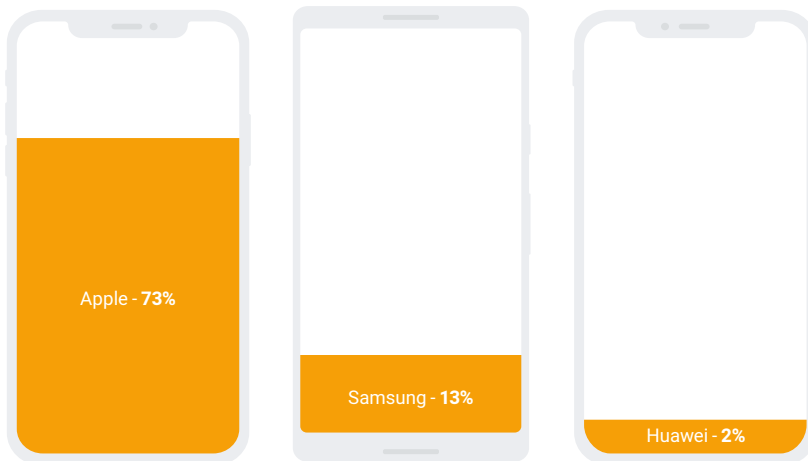
BATTLE OF THE MOBILE BRANDS

How the top three smartphone providers impact shopping



In order to fully understand how and who is mostly likely to shop and the impact this could have for retailers, we investigate key app metrics by smartphone manufacturer.

According to Counterpoint, globally, the top three leading smartphone manufacturers by share of volume of apps shipped are; Samsung, Huawei and Apple. Despite Android's lion share of the market, in terms of shopping app usage and spending, it's in fact Apple's iOS that reigns king and this is certainly what we see for retailers on the platform.

DEVICE SHARE OF APP REVENUE



Amongst retailer's with both iOS and Android apps, throughout Q4, Apple typically came out as top dog. It's becoming common knowledge and can seem surprising that Apple iPhone's, although not the market share leader, do generally have users who spend more compared to Android users. It's often argued that this is due to the price of Apple's products. Apple products are significantly higher in price than the majority of Android products, which generally range to meet every consumers' needs. Apple's standard customers tend to be those who have a greater disposable income or greater socio-economic status, making them more likely to make purchases online. But is this the case for the Android market's leading smartphone manufacturers too?

Smartphone manufacturer	Top model price*	Share of global market unit sales	Share of app users	Average session duration	Sessions per user	Time spent in app
	£999	11%	73%	00:06:53	11.9	01:21:04
	£899	15%	2%	00:06:23	7.8	00:49:35
SAMSUNG	£869	20%	13%	00:05:57	8.9	00:52:48

*As of February 2019

We take a deeper dive into why this might be

At first glance, yes, Apple dominates revenues for retailers, seeing approximately 73 per cent of shoppers using Apple devices in Q4 2018. But are these consumers are not necessarily more valuable than those from Samsung and Huawei.

From examining average order value (AOV) for the leading manufacturers, we saw that Samsung user AOV was in fact only 4 per cent smaller than Apple, and shoppers using Huawei phones, had an AOV 11 per cent smaller than Apple. Similar figures can be seen within average session duration (the average length of app visit) too. Apple tends to lead with an average of 6 minutes 53 seconds spent on app, compared to 6 minutes 23 seconds spent on Huawei and 5 minutes 57 seconds spent on Samsung devices. That's only a 7 per cent and 14 per cent difference respectively.



Top tip: Android's leading smartphone manufacturers are an untapped channel for revenue



So, Huawei and Samsung shoppers spend almost as much per order and spend a similar amount of time in app per visit, but how is Apple still so dominant? The answer is that Apple users generally have a higher returning rate than these Android users. Over Q4, Apple users on average had 11.8 sessions per user compared to just 8.9 for Samsung and 7.8 for Huawei. This has a massive impact on user metrics. For example, this means **Apple transactions per user are 2.5 times Huawei and 2 times greater than Samsung**, and it's the same case for overall time spent in app per user, **Apple sees it's users spend 1.5 times more total time in app that Huawei and 1.3 times longer than Samsung.**

What can we take away from this?

Samsung and Huawei users may not be less valuable than Apple users and have the potential to be as valuable as Apple users if engagement with the app can be increased. By making incremental improvements in encouraging Samsung and Huawei users to engage more, visit more often and return to the app more frequently, retailers could see transactions and sales from these Android device users rise.



Top tip: Encouraging Samsung and Huawei users to engage more and return more often to the app could drive revenues

APP COMMERCE BUCKS THE TREND

The value of apps in retail strategy

App commerce continues to grow rapidly year-over-year and how we consume media via apps sets the standard for shopping experiences.

Hear from app commerce experts across leading retailers and from the experts here at Poq on how and why apps continue to win and buck the trend seen on the high street.



Lesley Morten,
Head of Marketing, Quiz Clothing

“We know that our app customers are a lot more brand loyal, they shop with us more frequently, they have a much higher average order value as well. So capturing the app customer is really important to us.”



Oyvind Henriksen,
CEO, Poq

“Native mobile apps enable retailers to own the relationship with their consumers. Social commerce may be on the rise, but these channels are limited in their ability to nurture consumers and give them the fully branded retailer experience. Through app commerce, retailers have the ability to build rapport and engage their consumers, moulding them into the most valuable ‘super users’.



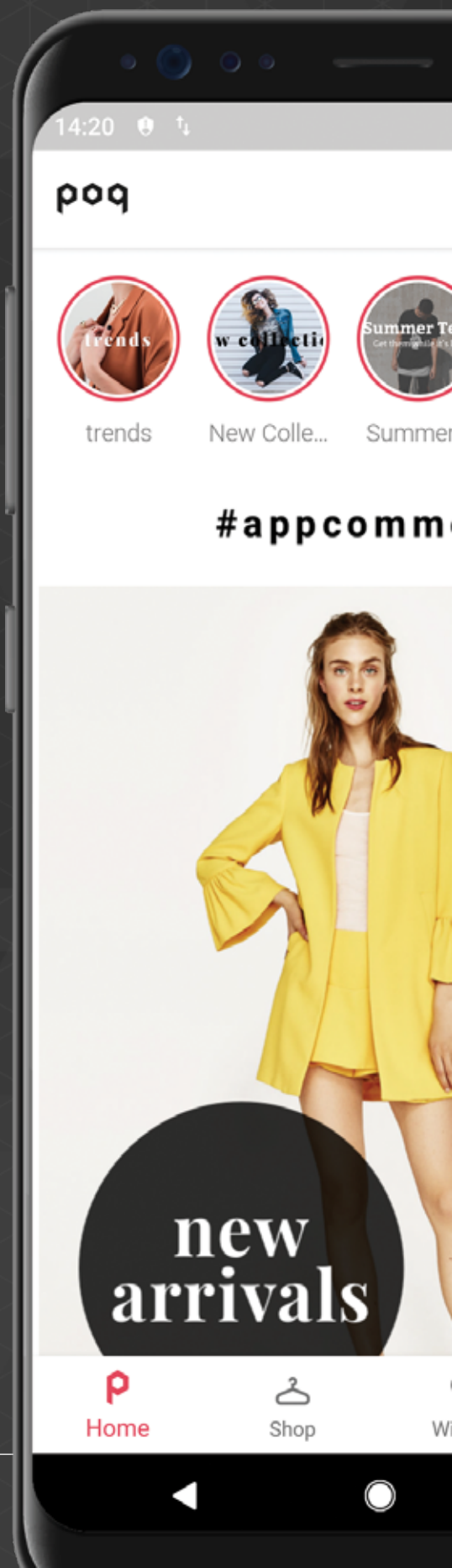
**Richard Spencer, Group VP of IT
and Ecommerce, Belk**

“Mobile apps are our best channel for growth and improved sales conversion.”

THE BOTTOM LINE

The retailers' responsibility to deliver user expectations

Consumers expect the same level of app experience as any other app they use. Looking at consumer behaviour has given us valuable insights into how and when shoppers shop so retailers can target at the opportune moment. As consumer demand for a better shopping experiences grows, app commerce should be the channel of choice to deliver a superior experience and should not be underestimated. Apps should remain a priority for retailers as they have total ownership of the relationship and can nurture users to become the most valuable "super users".



BROUGHT TO YOU BY POQ

Poq empowers retailers

We are a Software-as-a-Service platform that powers the iOS and Android shopping apps of international retailers like Belk, Tobi, Fragrance Direct, Warehouse, Oasis, OKA, Feelunique, Holland & Barrett, Missguided and PrettyLittleThing. We're relentless at seeking out the most advanced technology and our software is constantly improving. This means that our clients are always at the forefront of innovation.

At Poq, we want to provide retailers with the power to quickly create an impressive and ever-engaging app shopping experience.

Join the conversation
#appcommerce

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