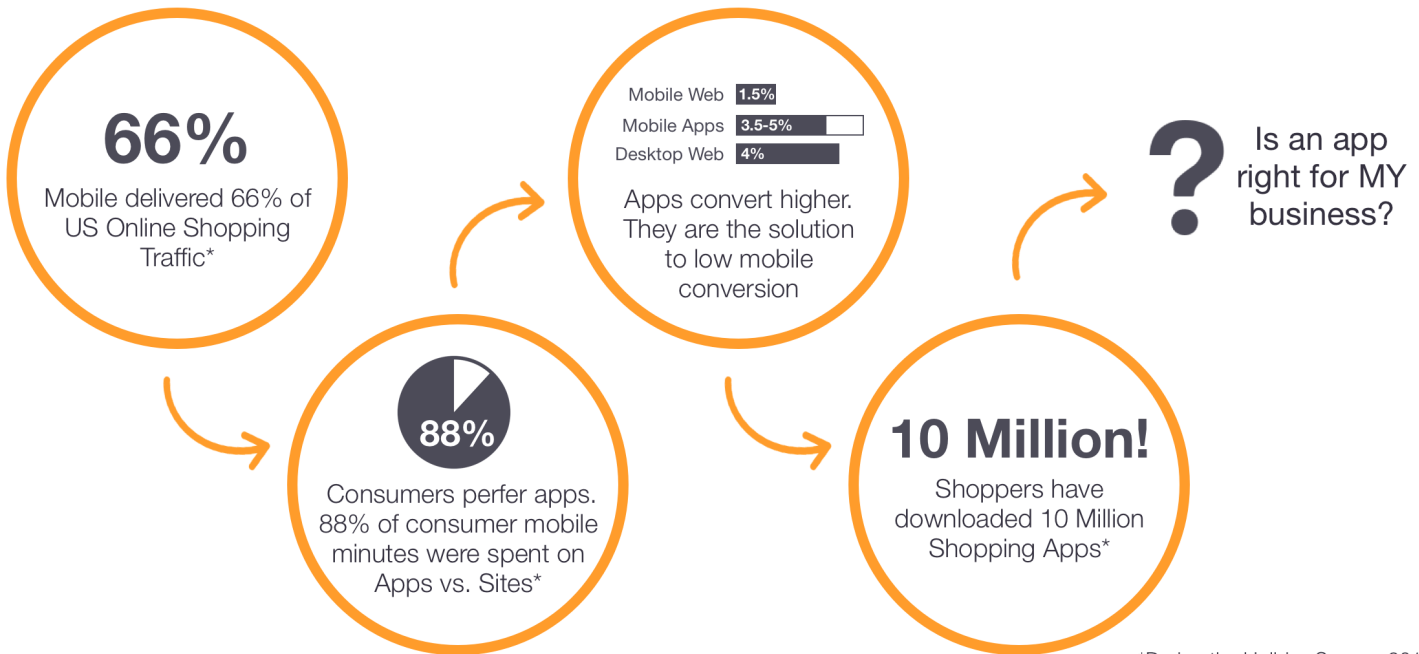


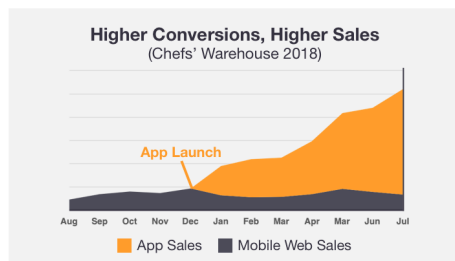
Why An App?



What Are the Business Advantages?

Companies can choose what business improvements to achieve. Let's look at the advantages:

Apps Deliver Higher Conversions



"Boom boom boom." Chefs asked for streamlined ordering to save minutes in their hectic day. The new Chefs' Warehouse app was quickly adopted in the trial group. **App conversions are 5X higher than the mobile site**, almost matching desktop. The CW sales team has requested their own version

Push Notifications Increase Engagement



ProStockHockey gets **50% higher usage** on push days. Used wisely, push notifications are a powerful new way for merchants to reach their customers. Segmented and triggered push allow merchants to deliver highly targeted & personalized messages.

Create Special Experiences Catering to Your Best Customers



A custom app is an innovative way to **create premium service for select customers**. Some companies give app customers early access to new arrivals or special promos. Other companies use app-unique capabilities like scanning, voice and beacons to deliver experiences that they cannot deliver via the web.



Who Would Use My App?

Customers who engage with you several times per month will welcome an app that delivers a meaningfully better experience than the website.

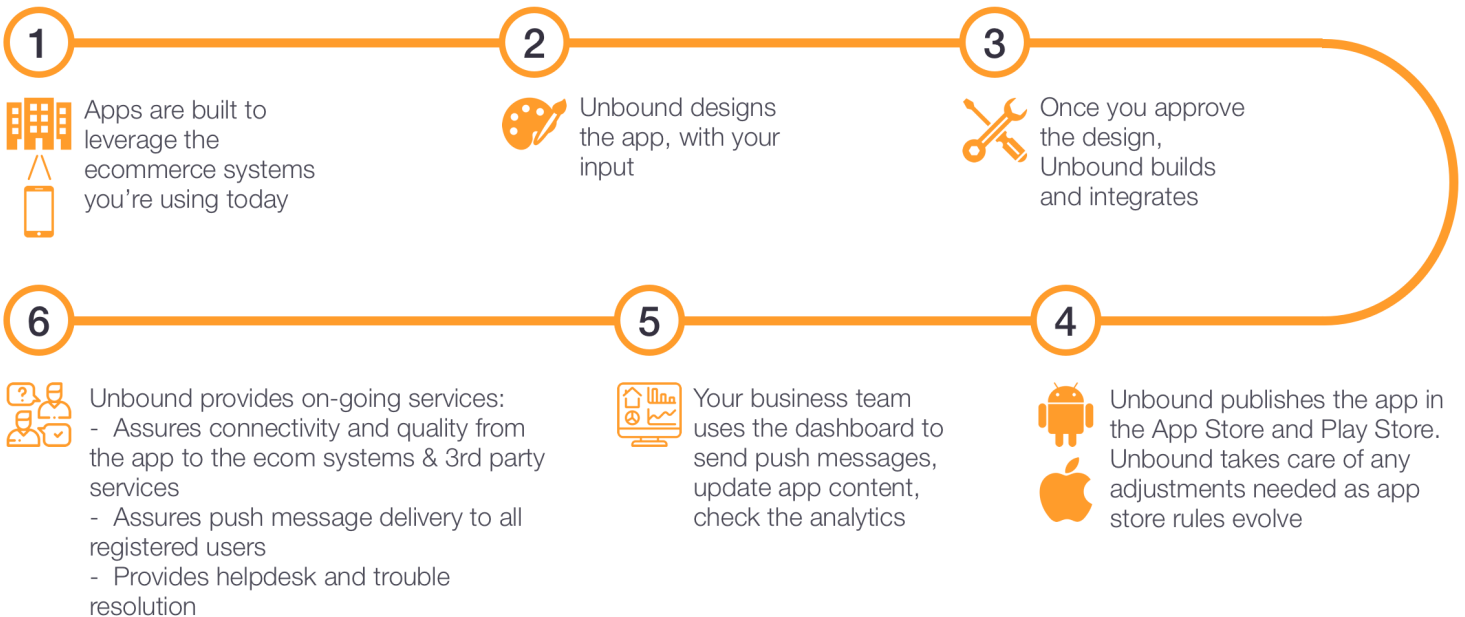
Not all companies find their business fit for apps. For example, companies with few repeat customers might concentrate their resources on new customer acquisition. But should these companies want to initiate a customer loyalty strategy, an app could help deliver it.

Unlike your website, which serves all visitors, your company's app would be custom designed around the needs of this best-customer group - resulting in higher loyalty / stickiness in addition to higher sales.



The top 10% of shoppers generate 40% of sales for typical retailers

How Does This Work?



Interested? Let's Talk

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