

Native Shopping apps

Connect Your Stores, Customers, and Associates with Mobile

Mobile commerce is driving the next wave of ecommerce. In fact, mobile is expected to generate \$488 billion in 2024, which is 44% of ecommerce revenue. With the majority of consumers now dependent on their mobile devices for everything from travel to banking to fitness, it's no surprise they now use their devices to shop, too.

Putting your brand in the customer's pocket is more than creating a mobile-optimized website. It's creating an extension of the store. Immersive, curated, and a physical representation of a brand's ethos. And like stores, mobile apps provide an easy entry point for new customers as well as the opportunity for a more personalized experience for returning ones.

Shopping apps are the missing piece of the omnichannel puzzle. They are powerful because they engage the customer on their journey and align seamlessly with the in-store experience. Use apps to create meaningful connections between your stores, consumers, and associates. The result will be amazing shopping experiences everywhere.

Key benefits:

- Increase mobile conversion rates
- Grow customer loyalty
- Boost customer satisfaction
- Improve app revisit rates
- Extend the brand experience
- Deepen brand connections
- Engage with images and video
- Provide personalized service

Why NewStore?

We provide Omnichannel-as-a-Service for brands to easily deliver an amazing shopping experience everywhere—in-store, online, and on mobile. Our native shopping apps connect consumers, stores, and associates, integrating out-of-the-box with the rest of the platform's solutions to drive digital engagement and conversion across touchpoints.

7x

Increase in app conversion rates

5x

Increase in revenue per app user

2.5x

Increase in app revisit rates

NewStore Shopping Apps

NewStore delivers all components you need to publish and manage your native shopping apps. With a deep integration into the NewStore Associate App and NewStore Inventory & Fulfillment App, you'll create a digitally-connected experience for both the shopper and your brand.

- **Beautiful Apps**

Deliver customers best-in-class mobile shopping experiences native to iPhone and Android smartphones and optimized for iPad.

- **NewStore Studio**

Get started quickly with an easy-to-use CMS that features tools to manage merchandise, content, video, notifications, and more.

- **App-as-a-Service**

Launch in 6-8 weeks with pre-built integrations and benefit from years of continuous innovation with worry-free maintenance.

Delivering An Omnibrand Experience

NewStore Shopping Apps give you an all-new way to deepen your connection with consumers, whether they're in-store or on-the-go. In one beautifully-designed and branded app, you can unify your online and in-store channels and offer an omnibrand experience that adapts seamlessly to your customers' needs. Between NewStore associate apps and consumer apps, retail will feel like a joy again for your team who manages it and the shoppers who experience it.

- **Real-time Inventory**

Want to notify customers when their favorite product is back in stock? No problem. NewStore enables precise inventory visibility for your store network, making it possible to send customers a push notification when their favorite items are available at their store of choice. The customer can even buy the item from your app and pick it up when in the neighborhood.

- **In-store Pickup**

Be one step ahead of your customers when they arrive in-store to pick up their orders. Direct communication between the NewStore Fulfillment & Inventory App and your shopping app makes it easy for them to know when their order has been picked, packed, and is ready to be picked up. It's a first-class experience that both loyal and new customers will love.

- **In-store Returns**

Returns are often a make-or-break experience for customers. But having an app makes returning products in-store quicker and easier than ever before. With a NewStore shopping App, your shoppers can pull up their order information right from within the app's account settings. When the refund has been processed, the shopper will get a push notification. The return is complete with just a few taps.

Feature Highlights

Shopping

- Apply innovative features like video lookbooks, rich push notifications, and App Clips
- Match your brand's design with customized app fonts, colors, buttons, and icons
- Use App Extensions to integrate advanced functionality like appointment scheduling, immersive content, and your blog
- Include store locator and map view that customers can search by city or zip code

Loyalty

- Offer an in-app member card that can be swiped, opened, and scanned in stores
- Show loyalty point balance and member level from the account view
- House loyalty vouchers, from item discounts to free products, that customers can access or that will be immediately applied to a cart
- Enable QR codes to launch loyalty App Clip for effortless membership sign-up

In-Store

- Launch Store Mode automatically when customers open the app in-store
- Leverage Scan & Learn App Clips whereby customers scan products, learn about more product information, and access network-wide inventory
- Use App Clips in windows and on store displays so customers can learn more about products and easily purchase them
- Enable customers to directly shop products in magazine ads using App Clips

Studio CMS

- Combine a variety of tile layouts to create a unique and branded look
- Use the lookbook manager to link images and videos using hotspots to integrate the catalog to your visuals and launch image and video campaigns
- Create push notifications that support the use of emojis, images, and video
- Tailor product recommendations based on browsing history and customer profiles

SaaS

- Receive continuous app updates with new features and improvements
- Integrate with ecommerce systems such as Salesforce Commerce Cloud, Magento, and Shopify for catalogs, products, images, and more
- Add and manage custom functionality independently with App Extensions
- Optimize app content for a global audience with a pre-built localization layer