

CASE STUDY

Shoebly Finds the Right App Fit with NewStore

Native app leads to 3x conversion rate over previous web app



Shoebly is a fashion retailer that was founded in Den Bosch, the Netherlands, in 1981 by the van Deursen family. It has grown to more than 230 stores in the Netherlands and offers trendy fashion to more than 700,000 loyal fans. Its vision is to be customer-first by offering shoppers personalized style advice and keeping them 100% satisfied, 100% of the time. Shoebly strives to not only offer service via its stores and webshop, but also through the most personal device we own: our smartphone.

WHY NEWSTORE?

In early 2016, Shoebly built its very first web-based mobile app. Initially, the app was a hit with Shoebly fans who downloaded it in droves. But after some time, results were not as good as Shoebly had hoped. Its customers were buying, but they weren't buying often enough. They also rewarded the app with just 2.5-star reviews on average. Developed in-house with an agency, Shoebly struggled to keep its app updated with the continuous stream of new mobile technology. Over the next two years, Shoebly invested heavily to continually improve its app with new features.

Ultimately, Shoebly felt that maintaining the app was taking it away from doing what it does best: offer the best fashion advice and service to its customers. However, Shoebly knew the many benefits of mobile, so it decided to move from an app based on web technology to a fully native consumer app. With NewStore, it could switch to such an experience in just a few months.

Brands using NewStore Consumer Apps benefit from a feature-rich and high-quality fashion app out-of-the-box and without the burden of developing and maintaining an app themselves. The solution offers a continuous stream of features and improvements which are rolled out to all

USES

- **NewStore Consumer App**

brands on the platform. Furthermore, NewStore apps are loved by their end-users with 4.7 stars (out of 5) in the App Store. All of this and more excited Shoeby to launch an all-new app.

MOBILE INNOVATION

Keeping up with today's ever-evolving mobile technology is a challenge not unique to Shoeby. Many fashion brands are faced with similar development hurdles that greatly slow them down. At NewStore, we remove worries around development and innovation. We take care of the app experience from end-to-end so brands like Shoeby can do what they do best: keep customers satisfied.

Switching to a new technology platform is always an exciting moment. Will it work? What are the results going to be? For Shoeby, they were almost instant. Within days of replacing its old custom app with a NewStore Consumer App, conversion rates tripled and customers started giving 4 and 5-star reviews. The app also converts shoppers 6x more than the mobile website. Most recently, the app's share of total e-commerce revenue grew from 29% in 2021 to 41% in 2022, and the app now has an average of 4.8 stars in the Apple App Store.

Shoeby customers are clearly very happy with the change. They are buying more products and are doing so more frequently through the app. Now, Shoeby's mobile commerce business is growing faster than ever. And it is expanding internationally, too - starting with a German app in April 2022 and other loyal markets from there.

Want to reach your goals with NewStore? [Contact us!](#)

IMPACT

3x

higher conversion rate than old app

6x

higher conversion rate than mobile web

41%

share of total ecommerce revenue

4.8

average app rating



“During the sales process, NewStore promised to double our conversion rates. Six months later, I could say they underpromised; the app was doing even better. Really impressive results.”

MITCH VAN DEURSEN
CEO, Shoeby