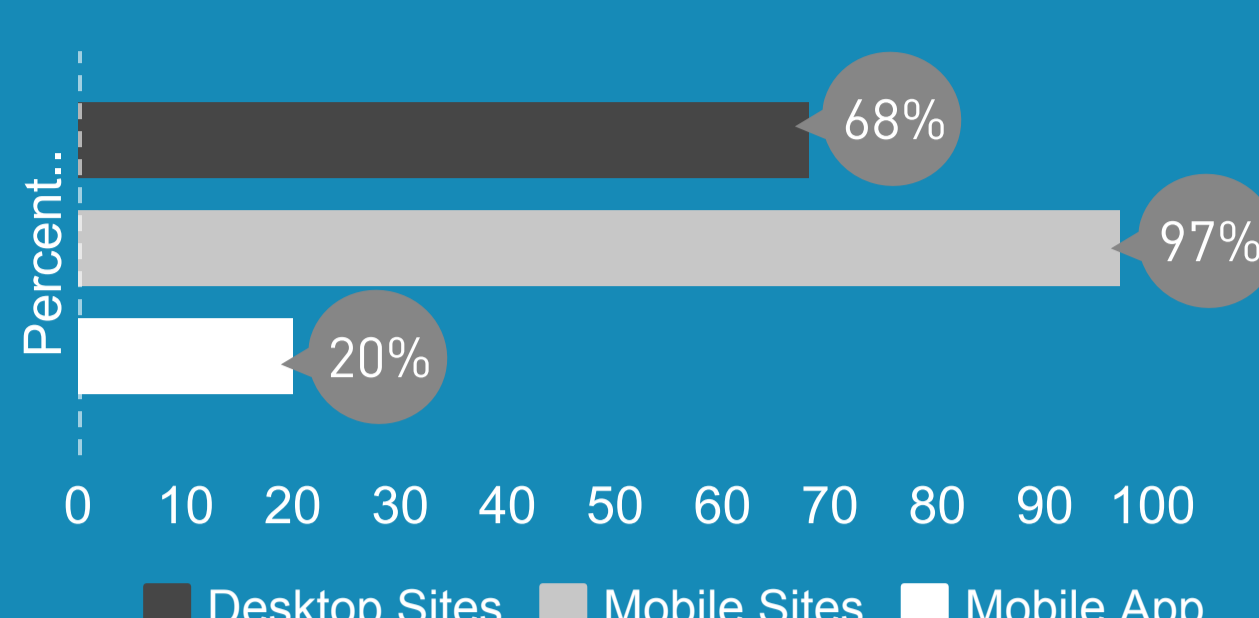


Mobile commerce: facts and figures

Shopping Cart abandonment is a big problem for online stores

Shopping cart abandonment is a far bigger problem for mobile sites (97%) than for mobile apps (20%), representing a great opportunity for online retailers.

Shopping cart abandonment per channel



So how do these channels work together?

People spend 198 minutes a day on their mobile phones



Mobile websites are great for first time users. They are accessible for everyone with an internet connection. This is your business card.

Apps are a way to further increase the engagement of your most loyal customers. The superior user experience leads to more visits, higher conversion, and more brand engagement.

90% of time spent on smartphones is within Apps

What are the benefits of an App?



App users view 4.6x more products compared to mobile browsers



Apps have a 140% higher average order value vs. mobile sites & 130% vs. desktop



Apps have 2x the New User Retention Power v.s Mobile sites

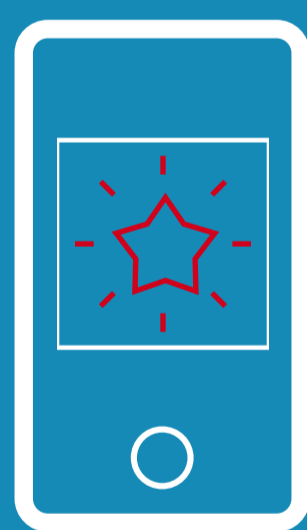
Unique benefits of an App

Super Easy Checkout



App users are always logged in. With just a few clicks your customers can order everything, anytime, anywhere.

Top of mind awareness



People look at their phones 220 times a day. They will see your App Icon everytime.

Send Push Notifications



With an open rate of over 90%, push notifications are the best performing engagement tool.

Having an App improves your SEO

Google loves Apps

Benefits of a JMango360 App

Effortless management



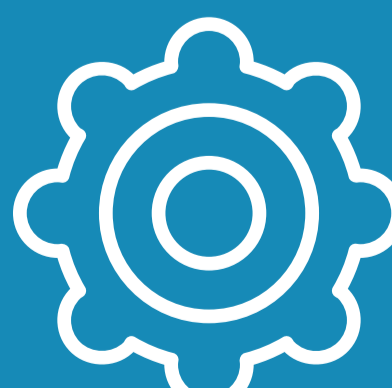
By installing the plug in, your app is always synched with your webstore.

App Success Manager



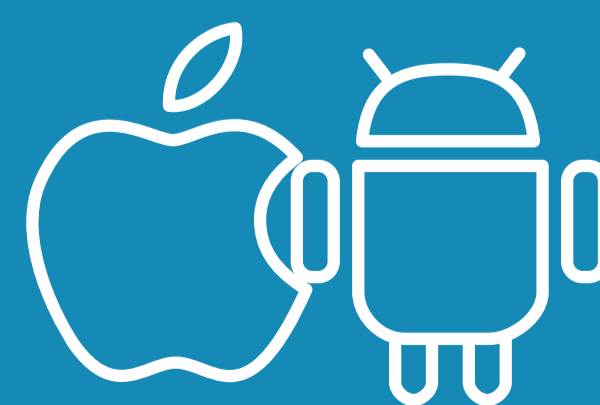
Our dedicated Success Manager provides you with the latest app marketing tips and tricks.

Free Feature Updates



We launch brand new features four times a year. You automatically grow along with our innovations.

iOS & Android



With JMango360 you only need to build and maintain one app.

