

Transforming Retail

Why AppLabb?

Proven Success

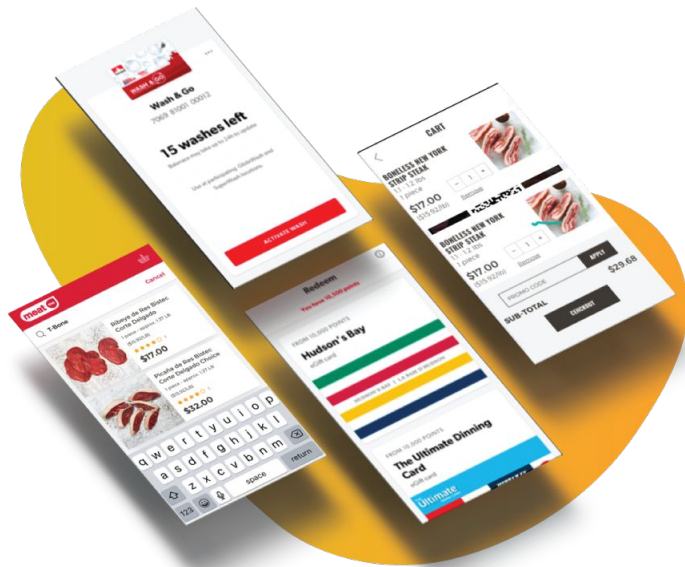
We've worked with hundreds of businesses to launch more than 600 apps.

Innovation

We live on the bleeding edge of tech to help you increase business velocity, future-proof your tech stack, and drive revenue.

Speed

Time to market matters. Our team knows how to make the most of your window time.



Customer-Centered Experiences

We don't just understand tech. We understand people and the ever-evolving behaviors and habits that shape your customers' buying process.

We keep it simple. Our team will curate a feature set that gives you the biggest boost for your budget.



**Human
experiences**

+



**Technology
innovations**

=



**Business
outcomes**



Leverage Forward-Facing Tech

69% of shoppers abandon their cart without completing a purchase. **How much is that costing your business?**

We'll use AR, chatbots, machine learning, automation, analytics, and other advanced tech to fill gaps in your buyer journey and create the personalized convenience that your customers demand.

Metrics That Matter

Increase Basket Size

When you know what they want, you can give them even more.

Drive Conversions

With in-depth analytics, you can make the perfect offer at the perfect time.

Maximize Customer Retention

By making it easier to get what they need, they'll turn to you first.

Provide Lifetime Value

The best experiences build trust, provide value, and inspire excitement.



**INCREASE
BASKET SIZE**



**DRIVE
CONVERSIONS**

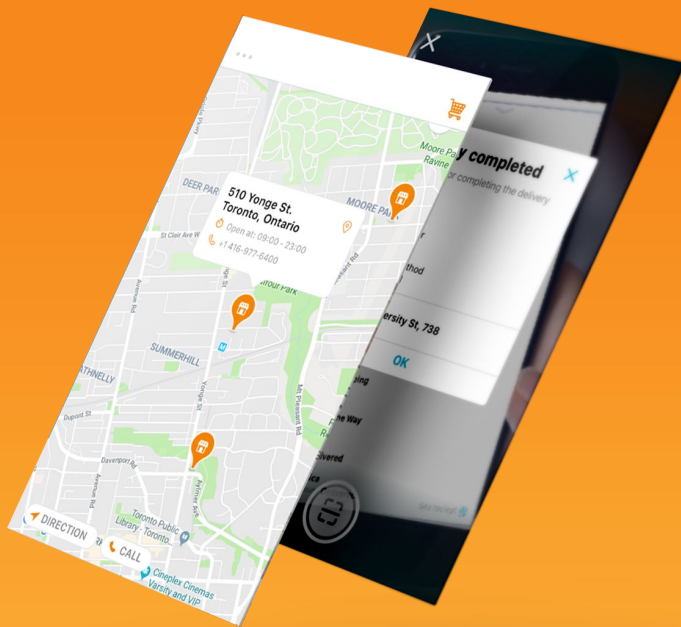


**MAXIMIZE
CUSTOMER
RETENTION**



**PROVIDE
LIFETIME VALUE**





Reduce Friction

Frictionless processes create good experiences. Good experiences create loyalty. Loyalty creates repeat business.

- Searchable, sortable catalogues
- Personalized order histories
- Fully functional shopping carts
- Filterable store locators

Increase Sales, Minimize Returns

When customers know what they're getting, they're more confident in their purchase and less likely to make returns.

- Conversational chatbots answer simple customer queries, reducing support call volume.
- AR-enabled virtual change rooms and try-at-home experiences help customers buy with confidence.
- Machine learning informs personalized product recommendations and matching.



Streamline Delivery

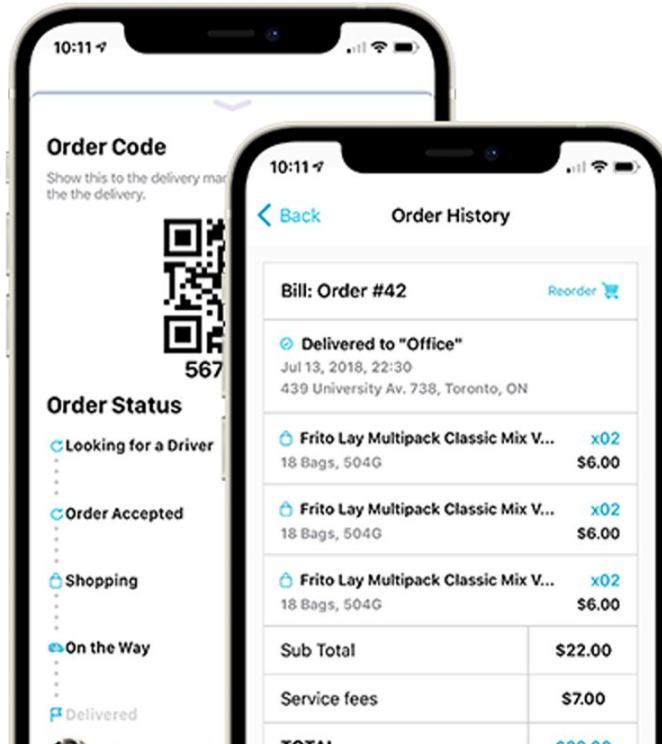
Deliver satisfaction. Build trust.



Automatic
updates



Order tracking



Manual driver
updates



On-demand and
scheduled delivery



Cultivate Loyalty

We build everything with engagement in mind to drive repeat customers and create new revenue streams for your business.

- Discounts and promo codes
- Loyalty points and rewards programs
- Incentivized engagement

Our Work in Retail

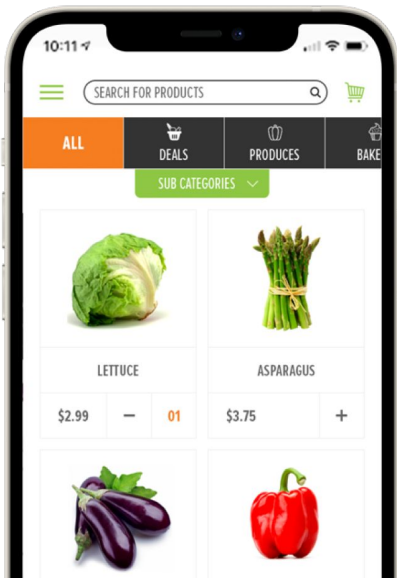
URBERY

4.8/5 customer rating

100,000+ users

50% monthly growth

61% retention rate



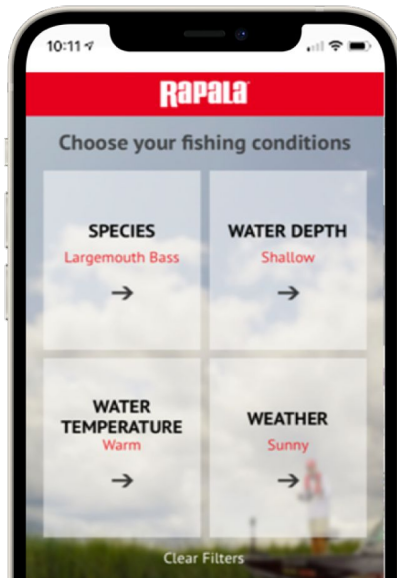
RAPALA

150,000+ app downloads

Increased brand loyalty by 60%

75% user retention

Global customer base



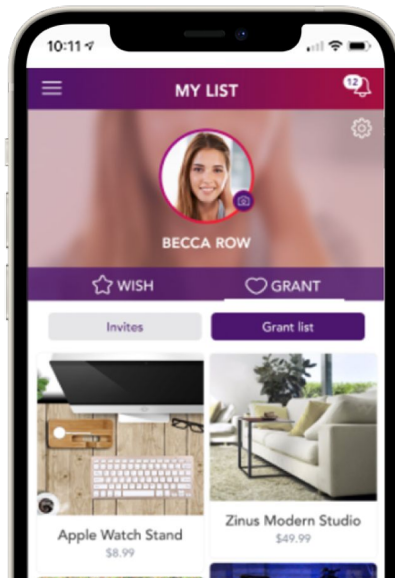
GIFT JEENIE

5/5 app store rating

1000+ weekly users

> \$1M wishlist value

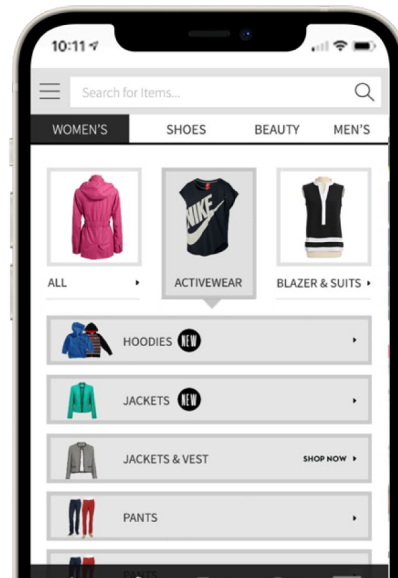
200% user engagement



HUDSON'S BAY

Improved user experience
by 150%

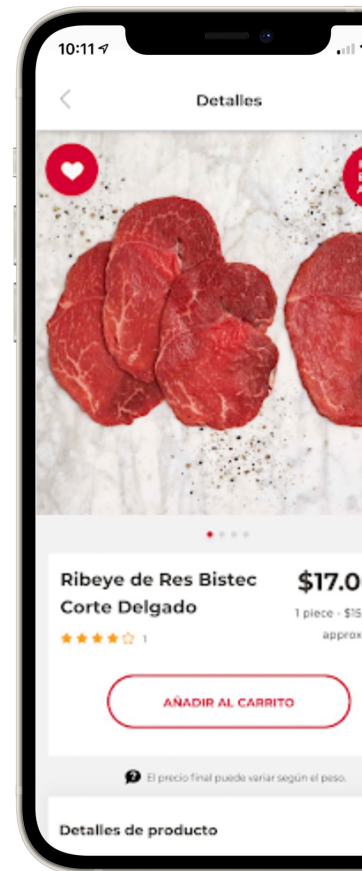
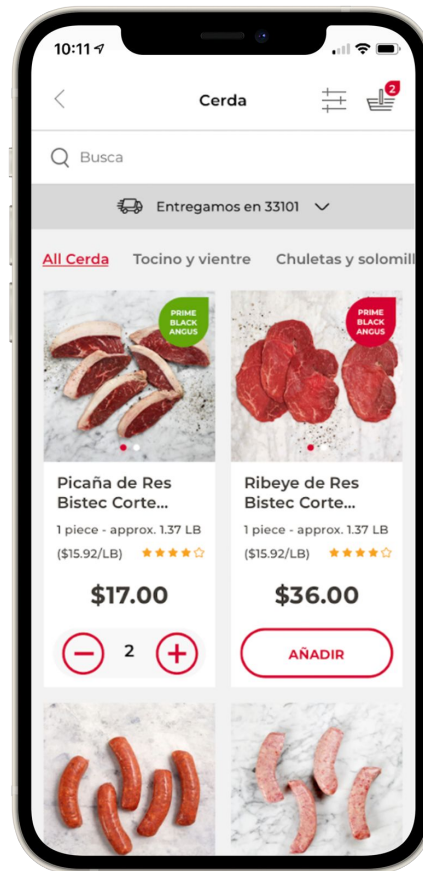
Improved app
performance by 110%



CASE STUDY:

Wild Fork Foods

Wild Fork Foods is looking to transform the way we shop for and consume meat. TheAppLabb designed and developed the mobile app experience that lets customers shop & order online, check recipes, scan items via QR code to see details and Add to Cart.



The Challenge

Wild Fork partnered with The AppLabb as part of their strategic plan to expand into the United States. With a mission to create a seamless digital experience that felt like shopping at your local butcher, Wild Fork needed a mobile app that allowed customers to shop, order, and track delivery with ease.

- Grow customer base in new market while minimizing attrition in legacy market.
- Increase overall revenue and basket size per customer, drive revenue from new customers.
- Utilize shopping data to inform merchandising and product decisions to fully understand customer needs.

Our Roadmap

PREPARE

1

AppLabb worked with Wild Fork and seven partners to create total alignment and ensure complete transparency. With clear business objectives and accurate KPIs, the roadmap was set to deliver a stellar product through a streamlined process.



DEFINE

2

Through our Design and Discovery process, we deployed a Project owner, a Business Analyst, and a UI/UX designer to conduct stakeholder interviews with the client and users to understand the need, prototype the solution, and build the final product.



EXECUTE

3

In the Development phase, AppLabb deployed one iOS and one Android Developer, one Full Stack Web Engineer, and one Testing / QA / Deployment resource for each developer. A Project Head worked to keep the project on timeline and on target.





The Solution

The AppLabb team built a native iOS and Android app with e-commerce components, as well as APIs to bridge with existing legacy systems including SAP and Shopify.

The Wild Fork Foods app offers an immersive, unified, personalized experience. It seamlessly integrates with the Wild Fork Foods website to offer a multi-channel experience.

Key features

- Browse catalog, add to cart, complete order via mobile payment.
- QR code functionality lets in-store customers scan products to learn more about their journey from farm to shelf.
- Recipe recommendations based on browsing behavior drives engagement and encourages product reviews.
- Location-based push notifications available to both registered users and guest users.
- Same-day delivery, including location and payment functionality.

The Results



Increased overall basket size

Increased frequency of visits for existing customers



15

Weeks from discovery to
product launch



5,000

Organic downloads within
the **first week** of launch



10x

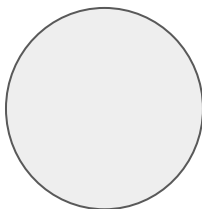
Retention from mobile web
app to new mobile app

What's Next?

- Expand our engagement to two additional brands under the Wild Fork Foods umbrella.
- Unlock a new revenue stream by creating an innovative voice-based search capability that allows customers to order from in-home devices like Amazon Alexa.
- Further hone the app's learning capabilities to more deeply personalize product recommendations.
- Add a loyalty/rewards and membership experience for even bigger discounts.



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John Doe

Position/Title