

# ANDROID APPS FOR RETAIL

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WHY SHOULD YOU HAVE ONE?

DEBENHAMS

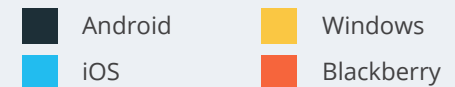
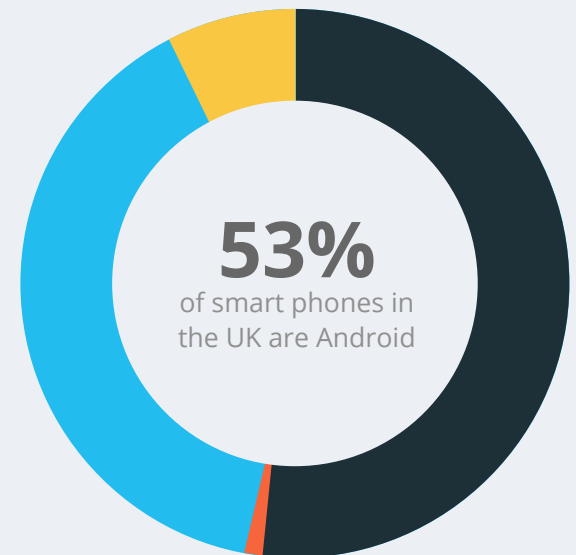
mothercare

RIVER ISLAND

# 1. STRONG MARKET SHARE

According to the latest smartphone sales data from Kantar Worldpanel ComTech, by May 2015, the percentage of Android smartphone market share in the UK was 52.5% to Apple's 36.8%. Across Europe, Android remains the leading mobile operating system in countries including the UK, France, Germany, Spain and Italy, boasting a 76.3% share to Apple's 13.6%.

If you only have an iOS app, this could mean that there is a large segment of your customers that are missing out on the app experience, while you could also be missing out on collecting valuable customer data.



# 2. YOUR CUSTOMERS USE ANDROID

For our retail customers who only have iOS apps, up to 40% of mobile web traffic comes from Android devices. This shows that a substantial portion of their Android-using customers are interested in interacting with these brands on mobile and would likely download an Android app. With the wide variety of Android-enabled smart phones on the market, including high end models, many of your high value customers could be using Android devices.

For users of our Android apps, more than 50% are running the latest Android operating system.

This means that we can integrate the latest and greatest Android features for most of your audience.

Check your web analytics to see how much traffic your mobile website receives from Android devices. This will give you an accurate idea of what percentage of your customer base owns an Android smartphone and is actively willing to engage with your brand via mobile.



# 3. ANDROID APP SALES ARE UP

In the past several years, we have seen a huge increase in sales on our retail customers' existing Android apps - comparing figures across the past two years, our like-for-like Android sales were up by a staggering average of 205.6% from 2013 to 2014.

This trend is backed up by industry-wide figures. According to mobile analytics data from [Flurry](#), sessions on shopping apps on Android devices increased by 220% between 2014 and 2015.

We have seen average order values (AOV) reach as much as **5% more** on Android than on iPhone. For users with high end Android handsets specifically, we have seen an AOV **25-30% higher** than iPhone.

By creating an Android app, you could tap into this customer base.



# 4. SHORTER TIME TO MARKET

On Google Play, app submission reviews are conducted within 2-3 hours, meaning that an app could potentially be pushed to market within less than a day.



# 5. ANDROID PAY CAPABILITY

Apple Pay has been generating a huge amount of attention lately, but did you know that Android devices have a very similar capability? Android Pay (previously Google Wallet), scheduled for official release later this year along with an OS update (Android M), allows users to pay for purchases in apps as well as in store at the tap of a button.

On Android phones with fingerprint recognition, users can simply touch to make purchases with Android Pay. On devices without fingerprint functionality, users simply enter their device pattern or pin. No more entering credit card or address details - it is all securely stored on the phone.

We expect that this will contribute to a reduction in basket abandonment and a concurrent increase in conversion. For example, Spring, a mobile shopping app that has been beta testing Android Pay, has seen a measurable improvement in business with the “buy button” powered by Android Pay. Spring orders purchased with Android Pay are on average two times larger than regular credit card orders, says Spring CEO Alan Tisch, and customers who placed their first order with Google’s payment system are 27% more likely to place another.



# ABOUT NN4M

NN4M is the leading provider of transactional retail apps and mobile solutions in the UK and the USA. We work with some of the largest and most successful retail brands, including River Island, Saks Fifth Avenue, Debenhams, and Mothercare, transforming the way people shop one app at a time.

## Native Apps



## In-Store Kiosks



## App Analytics



## Push Messaging



### WE UNDERSTAND RETAIL

Our team has a combined 35 years of retail experience, and we have developed more transactional retail apps than any other supplier in the UK and US for a wide variety of retail brands, helping them generate more than **£1 billion** in app sales to date.

### BEST-IN-CLASS PRODUCTS

Many of our apps have won multiple sought-after awards and continually receive near 5 star ratings. In 2015, two of our apps were recognised by MasterCard in its independent Mobile Top App Index listing the 19 best shopping apps in Europe.

### WE SPECIALISE IN COMPLEX INTEGRATIONS

We have substantial expertise in integrating with all of the major ecommerce platforms. Subsequently, we have developed a robust app framework that offers the greatest flexibility possible for our customers.

### SUCCESSFUL APP PLATFORM

Our platform offers a robust pre-built code base, meaning we don't have to reinvent the wheel. This allows us to consistently deliver quality apps, giving us time to implement your unique features and capabilities on top of a proven framework.

Find out more at [www.nn4m.co.uk](http://www.nn4m.co.uk) or contact us at [info@nn4m.com](mailto:info@nn4m.com)