Adobe Analytics Implementation & Retail Mobile App Development

Activating an enterprise U.S. department store brand's customer data with advanced analytics to drive mobile adoption, engagement, and revenue

Client Scenario

One of the largest U.S. department store brands struggled with low mobile app adoption and conversion, paired with high customer attrition.

Challenges

- Competitors were growing faster and providing a better customer experience.

- The retailer's legacy hybrid app lacked the features and functions customers expect in a retail mobile app.
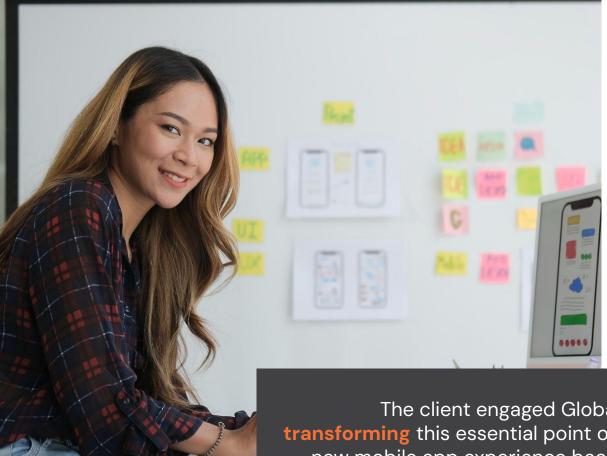
The Solution

GlobalLogic transformed the retailer's app with:

- Modern, responsive, modular design for iOS and Android

- Powerful features that drive engagement, sales, and satisfaction

Results

- **865% growth in sales** through the app over the previous sale season

- **4.5 app rating** on iTunes, up from 1.5

- **10% of total revenue** now driven by the app

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When one of the largest department store chains in the U.S. needed to improve its mobile app experience to stay competitive, they came to GlobalLogic.

This retailer's existing hybrid mobile application had a conversion rate of <0.5% and an app store rating of around 1.5.

Poor adoption, engagement, and user experience were driving higher customer attrition and leaving the brand lagging behind competitors.

The client engaged GlobalLogic as its partner in **digitally transforming** this essential point of **customer engagement** with a new mobile app experience backed by advanced analytics data.

We transformed the outdated hybrid app experience into an ultra-modern, responsive, modularly designed mobile application with online-offline integration to boost multi-channel growth. This project consisted of two essential components:

Engaging & Helpful App Features

- Loyalty program
- Wallets
- Registry
- Buy-online-pickup-in-store
- Centralized inventory management

Adobe Analytics Implementation

We implemented Adobe Analytics , empowering the retailer to monitor customer interactions across the website, mobile application, and physical stores. This enabled product popularity analysis, identification of high-bounce-rate pages, and data-backed insights into the customer's path to purchase.

Outcomes

Within the first sale season our app broke all previous sale records and recorded a **staggering 865% growth in sales** through the mobile app.

The app's rating on iTunes **grew from 1.5 to 4.5**.

The Android app is **one of the top 250 apps** on the Google Play store.

The mobile app now contributes **10% of total revenue** for the client, and we release a new version with feature enhancements and defect fixes to the app stores each month.

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About GlobalLogic

GlobalLogic is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world. By integrating experience design, complex engineering, and data expertise – we help our clients imagine what's possible and accelerate their transition into tomorrow's digital businesses. Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries. GlobalLogic is a Hitachi Group Company operating under Hitachi, Ltd. (TSE: 6501), which contributes to a sustainable society with a higher quality of life by driving innovation through data and technology as the Social Innovation Business.

20+
years of industry experience

320+
Adobe expert team members

30+
resources certified in Adobe Streams

500+
active clients

How Can We Help You? Click here to get in touch with an expert member of our Adobe team.

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