

4 in-store mobile app experiences for the 2022 holiday season

Shoppers increasingly are turning to mobile apps to enhance their shopping journey. Forward-thinking product teams are meeting this demand with mobile app experiences that seamlessly span digital and physical channels.

Drive satisfaction with mobile app experiences



Wayfinding

Help customers easily locate products in-store that they have viewed online and added to their shopping list.



Hybrid purchase options

Save the sale by incentivizing online ordering when customers are unable to locate products in-store.



In-app shopping lists

Enable users to search for and pre-select in-store items within the mobile app, delivering a more seamless online-to-store experience.



Automatic loyalty rewards

Award points when a customer visits a store location, build tiered loyalty programs based on the number of store visits, and prompt feedback upon exit events.

Consumers expect both digital and in-store shopping methods



61%
of retailers have plans to increase mobile app investments



34%
of retail online orders come from mobile devices



1 in 4
consumers use a hybrid method of shopping



83%
of consumers use a shopping app while in-store