

Investing in a mobile app can increase revenue



According to an ABI Research survey of US consumers, respondents who said they had downloaded a retailer-branded app said...

Consumers had visited the store more often

+ 45.8%

Bought more of the store's products and services

+ 40.4%

Told a friend about their shopping experience

+ 35.8%

Encouraged friends to visit the store

+ 30.8%