

Definitive Proof That Mobile Commerce is The Way To Go



W W W . P E R Z O N A L I Z A T I O N . C O M

WHAT IS MOBILE COMMERCE?

M-commerce or mobile commerce is the purchase and sale of products and services over handheld wireless devices such as mobile phone or cellular phone.



WHY IS IT TERMED AS THE NEXT GEN ECOMMERCE?

It is the next-generation eCommerce, as mobile eCommerce gives users the access to their desirable products – anywhere and at any time. The emerging technology behind m-commerce is purely based on the Wireless Application Protocol (WAP)

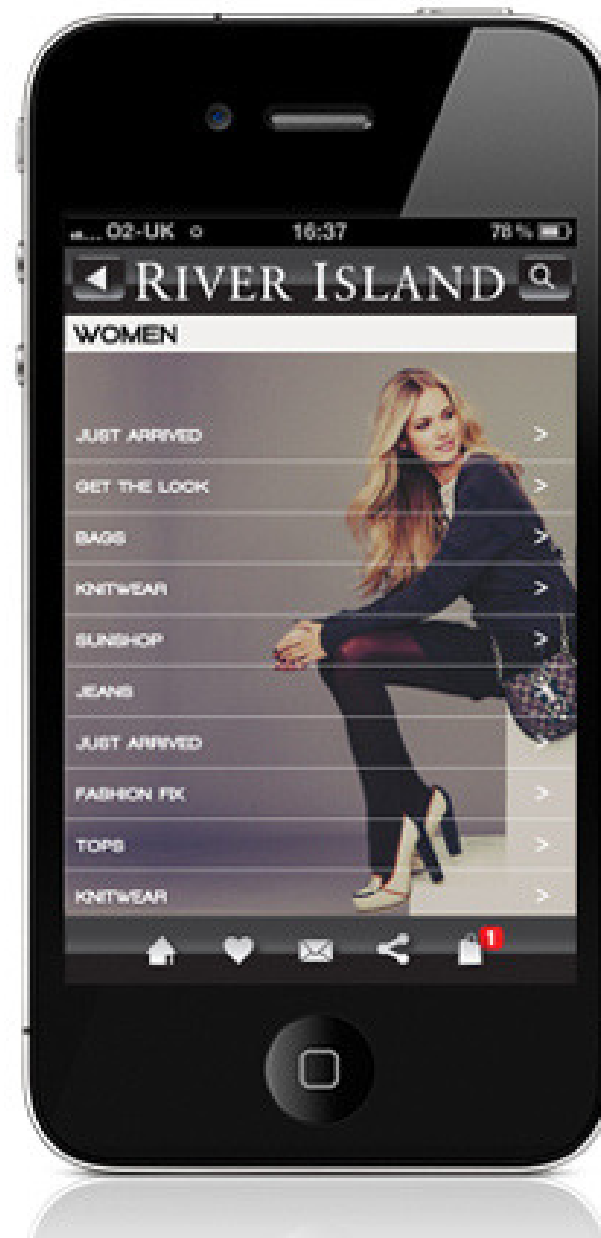
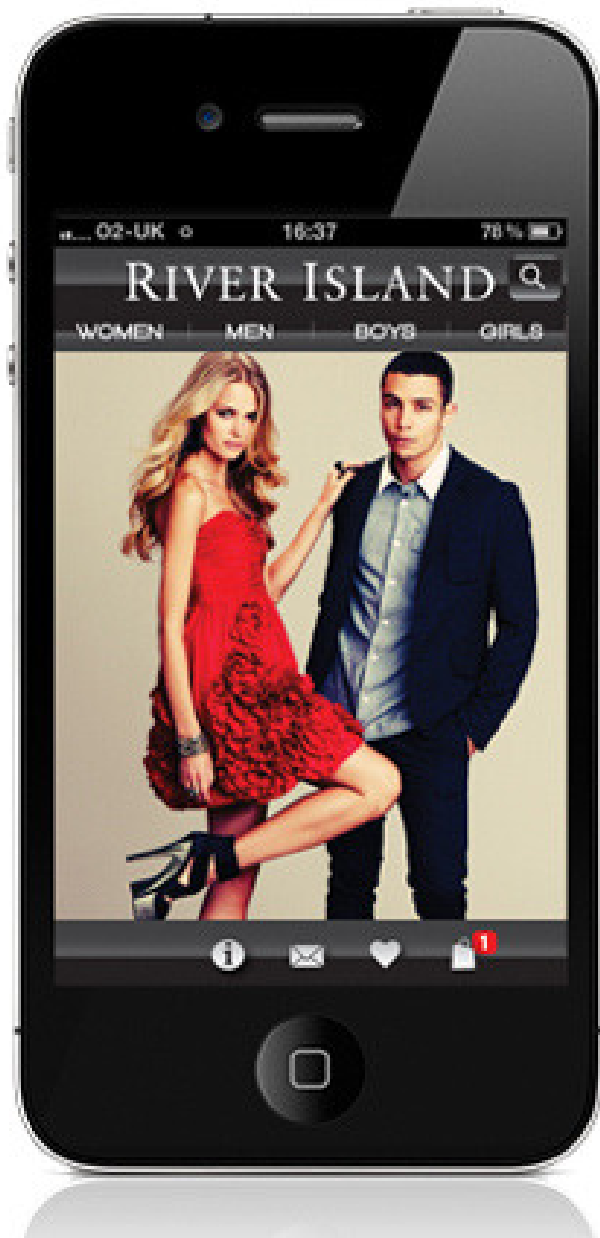
WHY IS IT MORE POPULAR IN EUROPE?

There are greater strides on M-commerce in Europe, as mobile devices there are equipped with Web-ready micro-browsers.



WHAT IS USP OF THE RIVER ISLAND MOBILE APP?

With attributes like native user experience and stock level display, River Island's app is simply delightful, and these same features are the USP of the app.



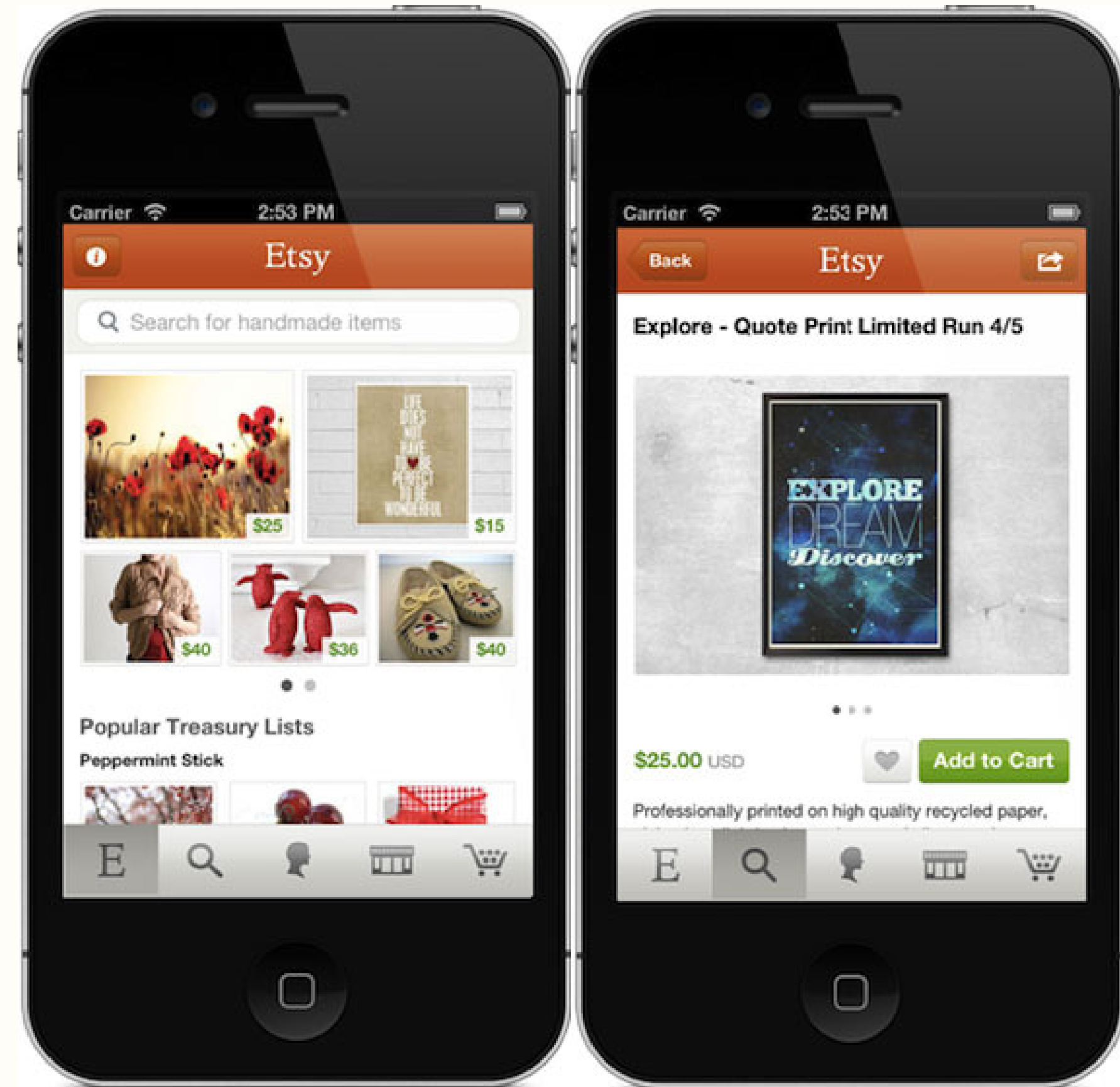
ONE OF THE TOP RETAILER BRANDS IN THE WORLD IS –

Etsy with 25 million active shoppers worldwide and 35 million products listed. Etsy is one of the top retailer brands in the US with 54 million registered users.



SOME FEATURES OF THE ETSY MOBILE APP ARE –

- Clean Design
- Simple navigation
- Uncluttered user interface and
- A simplified sign-up and checkout process



HOW HAS POLYVORE EXPERIMENTED WITH ITS APP?

The company has been experimenting with its iOS app for some time now. With the 'Style Graph' feature, Polyvore is focusing on users' personal tastes when it comes to clothing, shoes, accessories etc.



WHY IS MOBILE ECOMMERCE THE WAY TO BE FOR ONLINE RETAILERS?

It's not news anymore that eCommerce is a constantly growing space of the larger retail and commerce landscape. In such a situation, mobile commerce has a substantial role to play in optimizing customer experience.

NAME A COMPANY WHICH HAS TOOLS THAT CAN INTEGRATE WITH ONLINE STORES?

Personalization and its different tools are quite skilled in providing APIs to online retailers that need personalization on their mobile apps.



THANK YOU

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