



Integrated Mobile Application

Start Selling with a Mobile Application

'merce

What is



— an Integrated Mobile Application?

We have developed a solution that allows mobile applications to be launched on the App Store and Google Play without changing eCommerce software. Based on our proven product, we can achieve this within a clearly defined budget and time frame.



“ We understand how critical new sales channels and marketing opportunities are in online commerce. Over the years, we have developed a technology for creating mobile applications that adhere to the eCommerce platform standards. We have taken it a step further by making it possible to create and integrate mobile applications with any backend-supporting API. This gives companies a powerful sales channel, even if they cannot afford and maintain a dedicated solution.

Paweł Szewczyk

Co-founder of merce.com S.A.

Business Benefits



of Mobile Applications in eCommerce



Improvement of Key Metrics

A mobile application simplifies purchasing and provides personalised customer experiences. Convenient, tailored shopping experiences, regular notifications, and personalised promotions contribute to increased conversions. The number of transactions in the mobile channel can be up to 4 times higher than those made via a browser, with the average basket value being 10% higher in the app.



Alternative to Marketplace

Selling on marketplaces involves challenges like redirecting consumers to one's website and paying transaction fees. Using an application strengthens customer retention and relationship-building without the additional costs of external platforms.

Business Benefits — of Mobile Applications in eCommerce



New Way to Sell Internationally

Expanding into foreign markets requires great effort in building brand awareness and customer trust. This is costly and time-consuming. An alternative is to use a mobile application for cross-border sales, which accelerates and simplifies these processes, as demonstrated by the success of brands like SHEIN and TEMU.



'merce



Business Benefits — of Mobile Applications in eCommerce



Enhanced Marketing Capabilities

Utilising a mobile application in sales offers numerous marketing and sales campaign opportunities. Merchants can use PUSH notifications, create app-only promotions and run geolocation-based campaigns.



Opening Up to New Consumer Groups

Mobile applications are increasingly used by young consumers who know their needs and want to stay connected with brands. Research shows that younger generations use applications more frequently than other groups and expect high-quality and personalised offers during their shopping experience.



Building Competitive Advantage

Merchants who develop mobile sales channels reach new customers faster and offer additional touchpoints with the brand. This way, they build relationships more easily, increase conversion rates and gain an edge over competitors who do not yet use applications

Functionalities

of the Application

Our applications are built according to the best UI and UX online commerce standards. In addition, we enrich them with solutions known from such implementations as Allegro, Temu or Zalando:



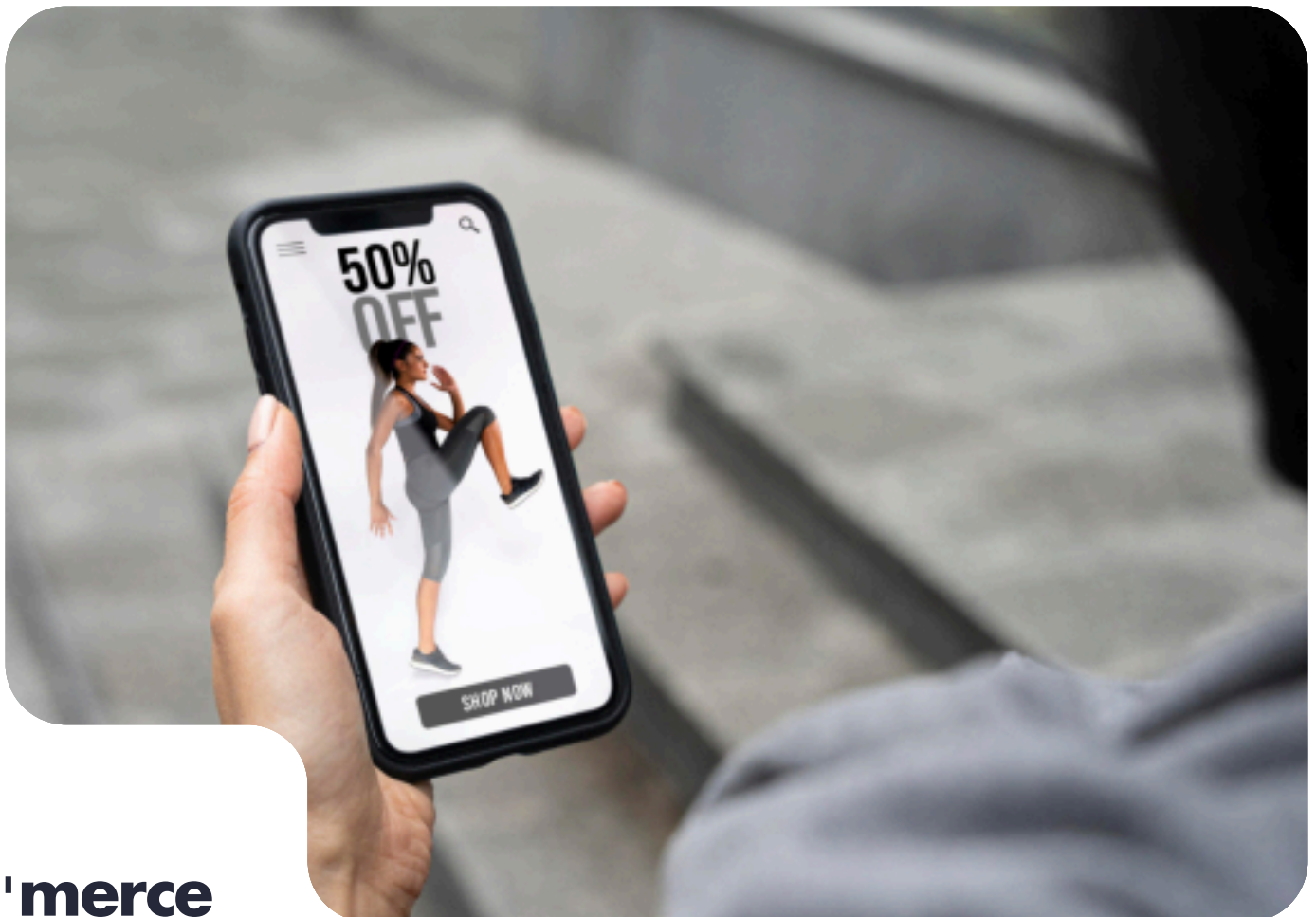
Subscription and Delivery Subscription Management

The customer does not need to enter data for each transaction in a mobile application. They only need to do it once, making subsequent purchases quicker and easier. This allows products to be sold in a subscription model or with a delivery subscription service in the SMART model.



Navigation Optimised for Mobile

We design applications so that their key sections, like the homepage, categories, favourite products and cart are always accessible in a single click. This optimisation makes the app more user-friendly and speeds up the purchasing process.



Functionalities of the Application



Integration with Native Payments

The application supports various payment methods, allowing customers to choose their preferred one. It is prepared to handle all primary payment methods, including ApplePay with Touch ID and Face ID authorisation through the Payment integrator.



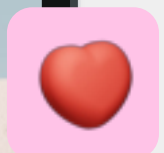
Flexible Discount Management

Managing discounts and promotions is crucial for online sales growth and customer loyalty. Our solution allows independent pricing strategies to be created, different price lists to be offered and promotions to be applied in various ways.



Push Notifications

Notifications help inform customers about current promotions and special offers. This feature makes it possible to send offers tailored to their preferences and shopping history, and provides a convenient system for communicating order statuses.



'merce Application

— on the map of other solutions

The integrated mobile application takes into account the specifics of eCommerce. The product responds to the needs of the business and allows to develop sales in a way unavailable to other mobile solution providers.

	Mobile Application Project led by a Software House	Own Project led in an Open Source Model on Frameworks such as Flutter or Ionic Creator	Integrated Mobile Application from Merce.com S.A.
Knowledge of eCommerce Specifics	Depends on the team	Depends on the team	Over 15 years of experience
Product Readiness for Launch	Depends on previous projects	✗	95%
All Necessary Elements for Proper Functioning in eCommerce	Depends on previous projects	✗	✓
Adaptation to the Polish Market through Integration, Function, Customer Requirements	Depends on previous projects	✗	✓
Architecture Prepared for Continuous Updates	✗	✗	✓
Application Update with New eCommerce-Related Features Included in Maintenance Costs	✗	✗	✓
Creator's Responsibility for the Correct Functioning of the Mobile Application in the Future	Depends on the contract	✗	✓
Implementation, Maintenance, and Development Costs Predictability	✗	✗	✓

Implementation — Process



The dynamics of actions are crucial in eCommerce for scaling the business and staying ahead of the competition. Therefore, we base our offer on tested and proven solutions and a well-developed methodology.

- 1 Initial discussions
- 2 Verification of whether the current eCommerce solution's API methods allow integration with the 'merce application.
- 3 Analysis of the sales and presentation of an interactive concept consistent with the client's brand design.
- 4 Acceptance and implementation of work lasting eight weeks.
- 5 Launch of the application and publication on the App Store and Google Play.

Data Synchronization

We systematically synchronise data between environments to maintain consistency and avoid errors.



What solution is responsible for synchronisation?

Data consistency is ensured by integration with Rest API.



Does the merchant have to take additional actions to trigger the synchronisation process?

No, it happens automatically.



How long does it take to update the data in the application after changing, for example, the category tree?

Typically, the update occurs as soon as the information about the change appears in the API. In rare cases, the cache can extend the process up to an hour.



Product data is pulled from PIM, prices from ERP. Does this mean that both these systems should have an API?

No. We integrate with the API that has all the data directly with eCommerce.

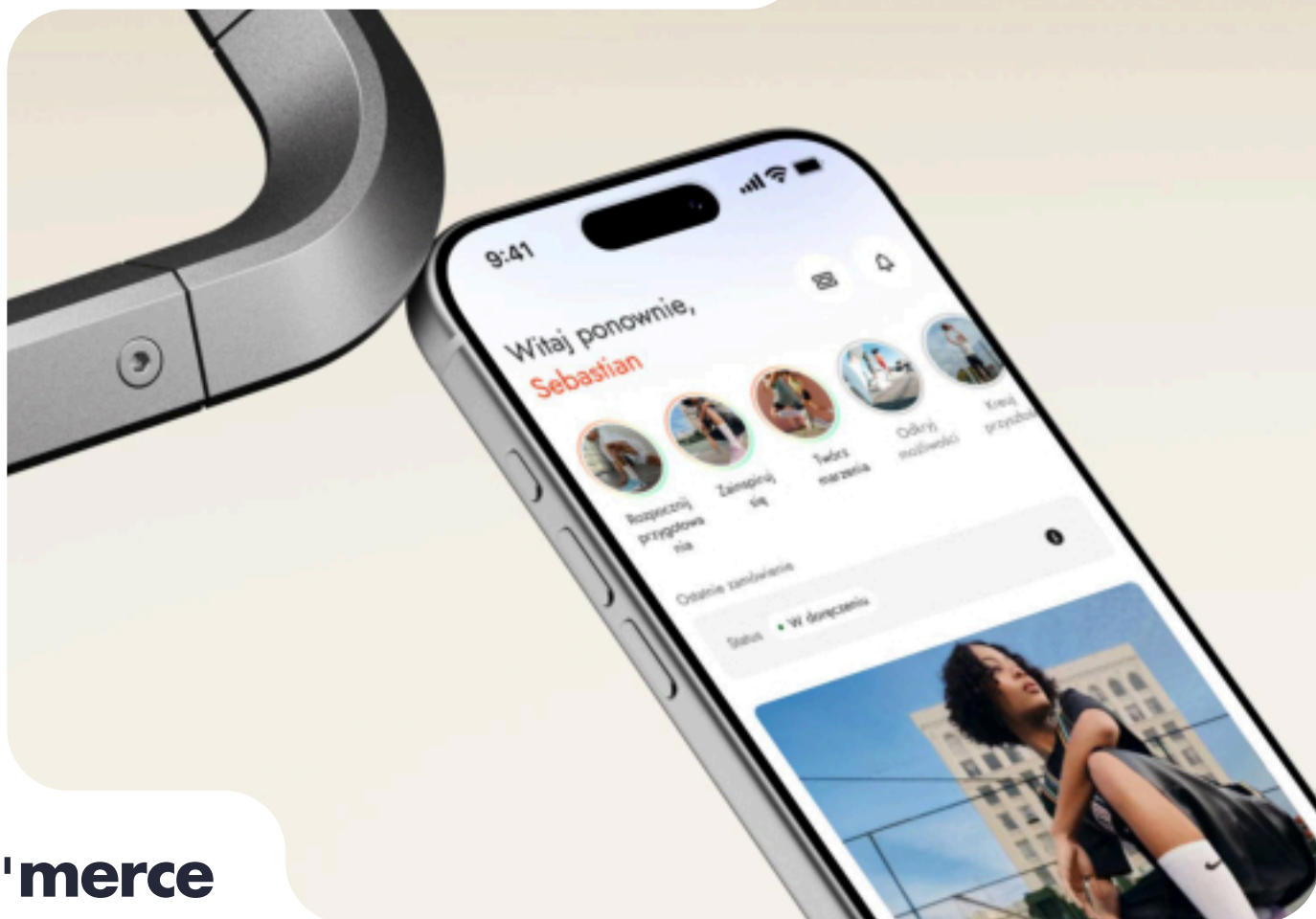


Application Pricing

The project price includes the launch of the application

50 000 PLN (net)

and a maintenance fee based on the annual number of transactions.



Maintenance



— Added Value

For our partners, we have prepared additional bonuses related to the maintenance of mobile applications, including:



- SLA operation guarantee covering response time to failures ≤ 2
- Data backup and Disaster Recovery service



Sales data analysis through the built-in Business Intelligence module of the merce platform



Automatic updates preceded by tests



Regular addition of new features as part of software development



Favourable payment processing rates (0.55-0.85%) through our Pay'merce integrator



Let's Talk About Launching _____ Sales in a New Channel

If you plan to launch sales in a mobile application but your current eCommerce platform does not provide such an option, contact us for more details.

Contact Us

+48 572 338 023

adam.kubala@merce.com

