

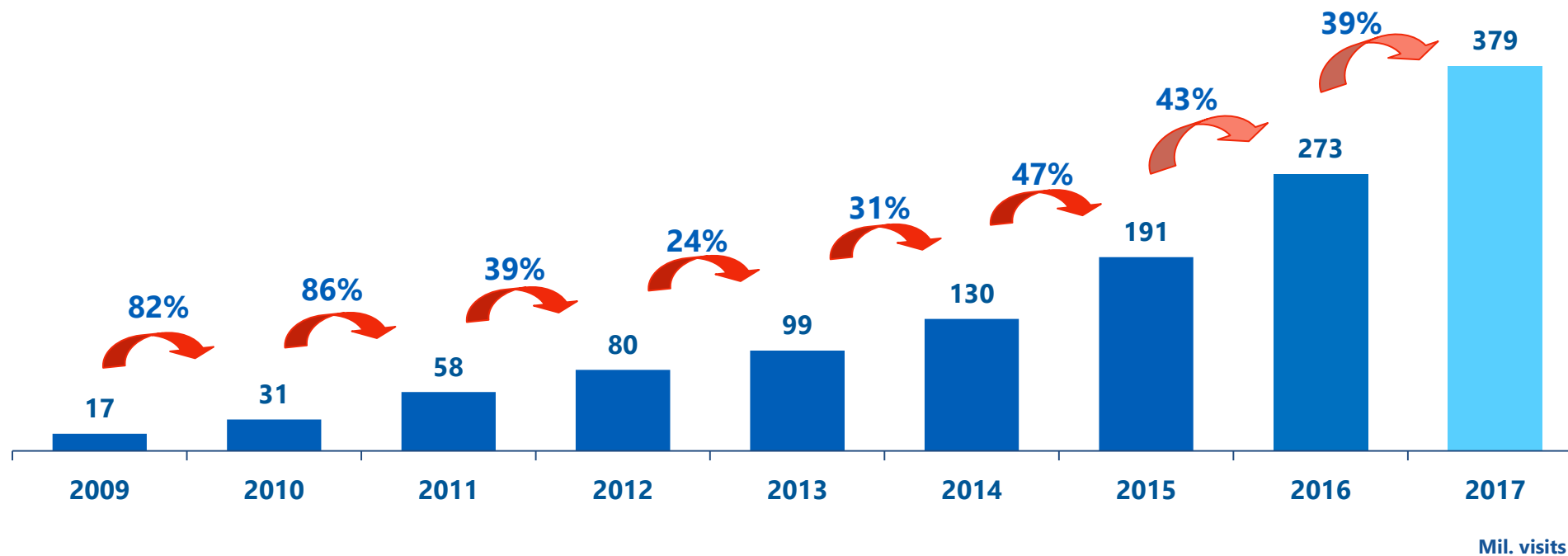
WHY DOES A E-COMMERCE
BUSINESS NEED A MOBILE
APP?

About eMAG

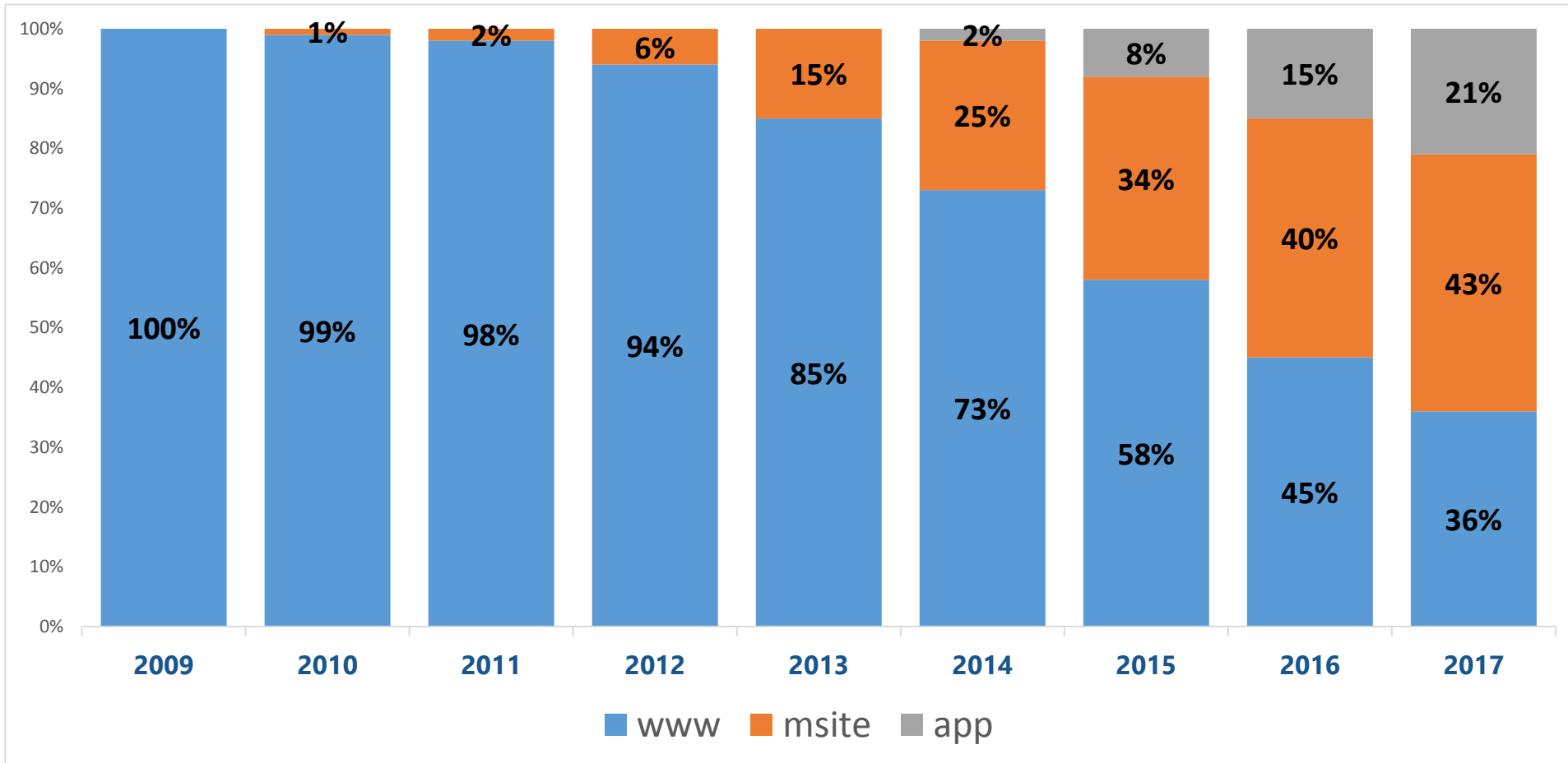
- Romania – '01
- Bulgaria – '12
- Hungary – '13
- Poland – '14



Traffic evolution eMAG.ro



Mobile traffic evolution eMAG



Why would you really need
an app 😊 ?

Apps > mobile web



Conversion rate



APP



Mobile
Web

Apps > mobile web

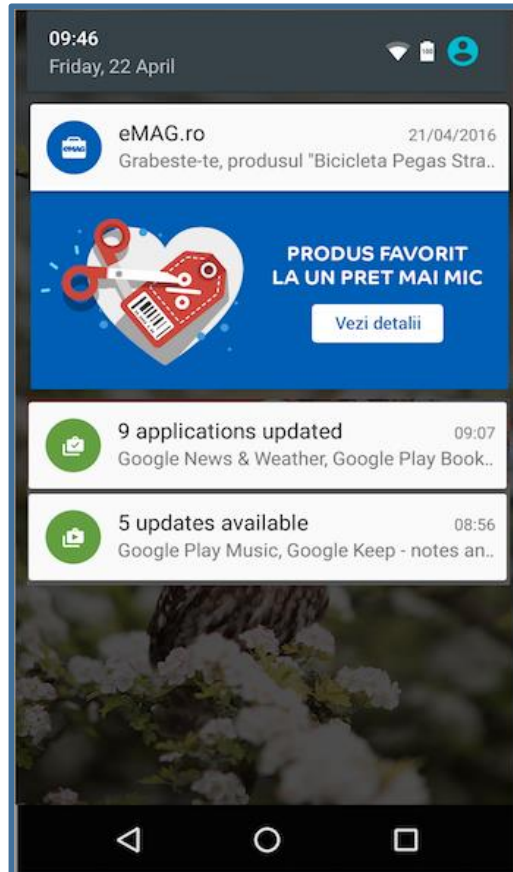


Customer Lifetime Value

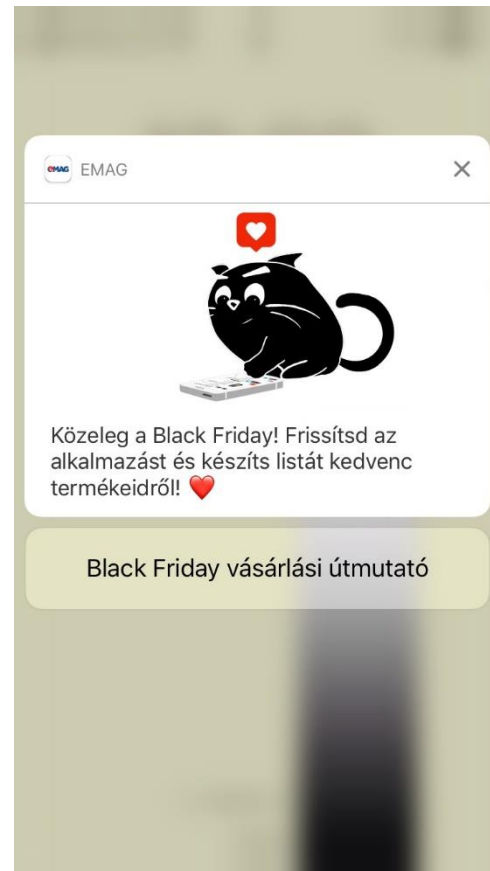


#1 in traffic & new user acquisition

Apps > mobile web

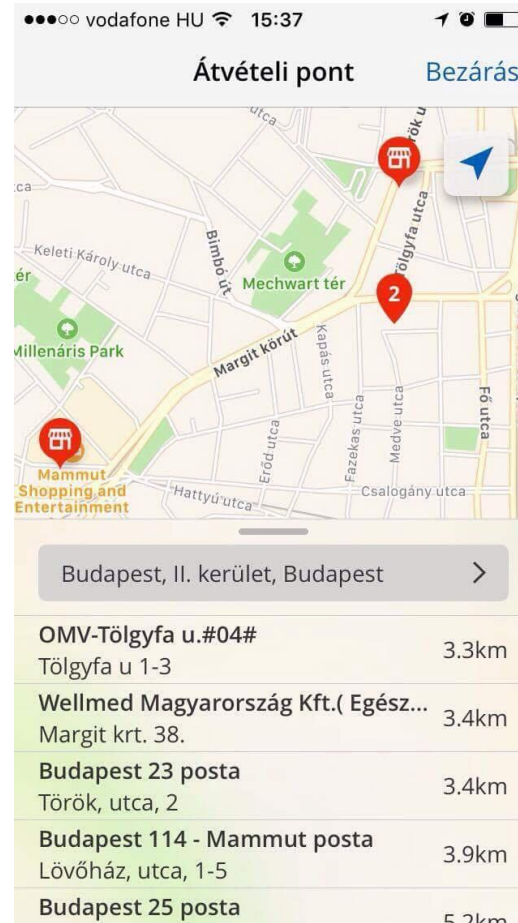


Push notifications



Transitions & Animations

Apps > mobile web



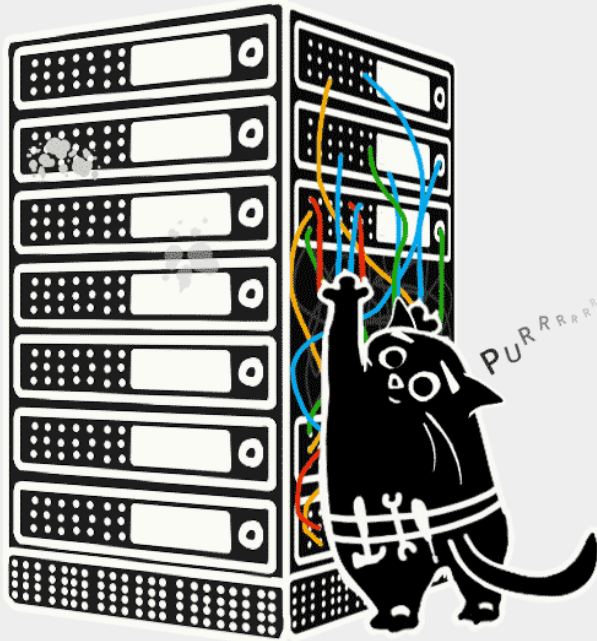
Geolocation Services

Apps + mobile web = ♥



Upsz...

Mindjárt visszatérünk!
Rajta vagyunk a problémán!



Fallback in case one of the platforms fails

Very useful during large campaigns



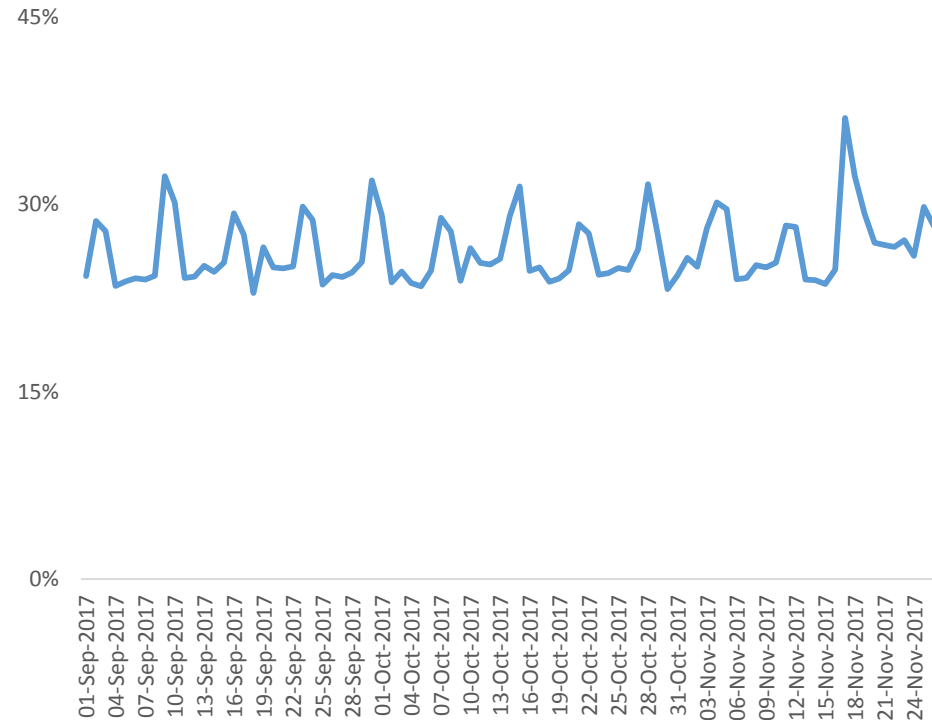
Customer satisfaction



APP order share peaks during large campaigns

Customer rely on the app for faster shopping

Daily APP Share of Online orders



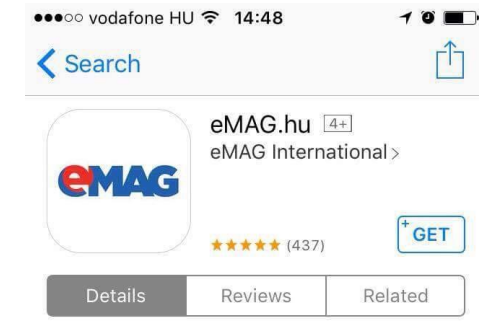
5 stars? Really?



Not really, but pretty close

4.6 stars on Android

4.8 stars on iOS






iPhone






5 stars? Really?






In HU we really have to work for those five stars :)

 **Kornél Makány** 24 Nov 2017 at 16:35  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
cool
Original review
Frankó

 **Viktor Boldogh** 26 Nov 2017 at 13:15  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
Very good!
Original review
Nagyon jó!
[View in Google Translate](#)
[Reply to this review](#)




 26 Nov 2017 at 18:29  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
Reliable and fast :)
Original review
Megbízható és gyors :)




enkrisz ★★★★★
by enkrisz – Jun 18, 2017

Nekem tetszik, jól használható!☐☐




Version 1.6.4 | Hungary | [Report a Concern](#)

 **Sandor Szell** 22 Nov 2017 at 23:31  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
I like
Original review
Nekem tetszik
[View in Google Translate](#)
[Reply to this review](#)

 **Attila Bálint** 18 Nov 2017 at 10:15  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
Correctly
Original review
Korrekt
[View in Google Translate](#)
[Reply to this review](#)

 **Timea Ziliziné** 25 Nov 2017 at 21:50  0  0

★★★★★
Auto-translated from Hungarian - [hide original review](#)
Classy, simple ordering, can be traced. Has been ordered more than once, there was no error!👍
Original review
Klassz, egyszerű a rendelés, nyomon követhető. Már többször rendeltem, hiba nem volt!👍
[View in Google Translate](#)
[Reply to this review](#)

5 stars? Really?

UNDERSTANDING ONLINE STAR RATINGS:



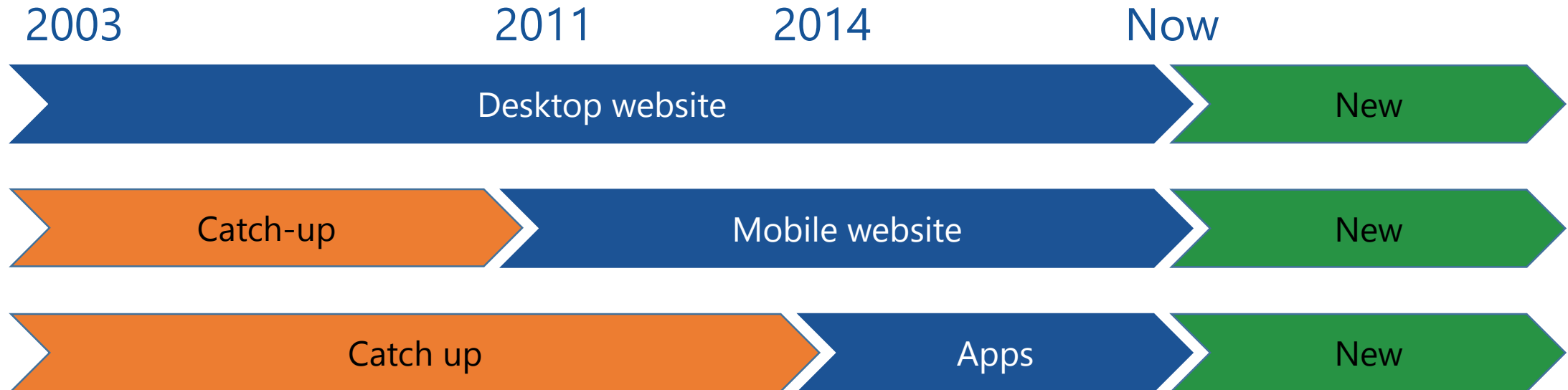
Still, we're excellent
(at least per XKCD)

Building an app



?

Product timelines



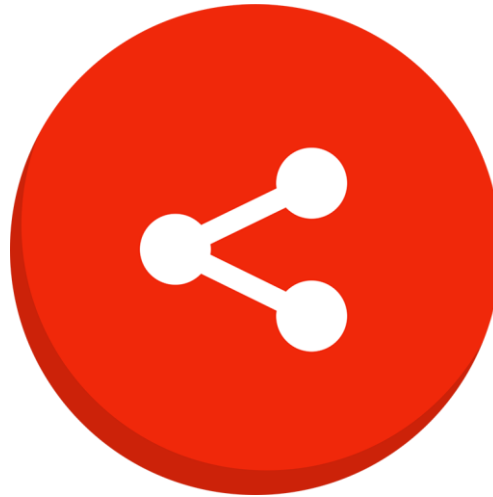
The secret?

Build



Core features

Share



Not enough value.
Frequent changes.

Develop



To learn fast

App-first features



Save card

Order cancelling

Saved searches

Daily deals

Targeted messages

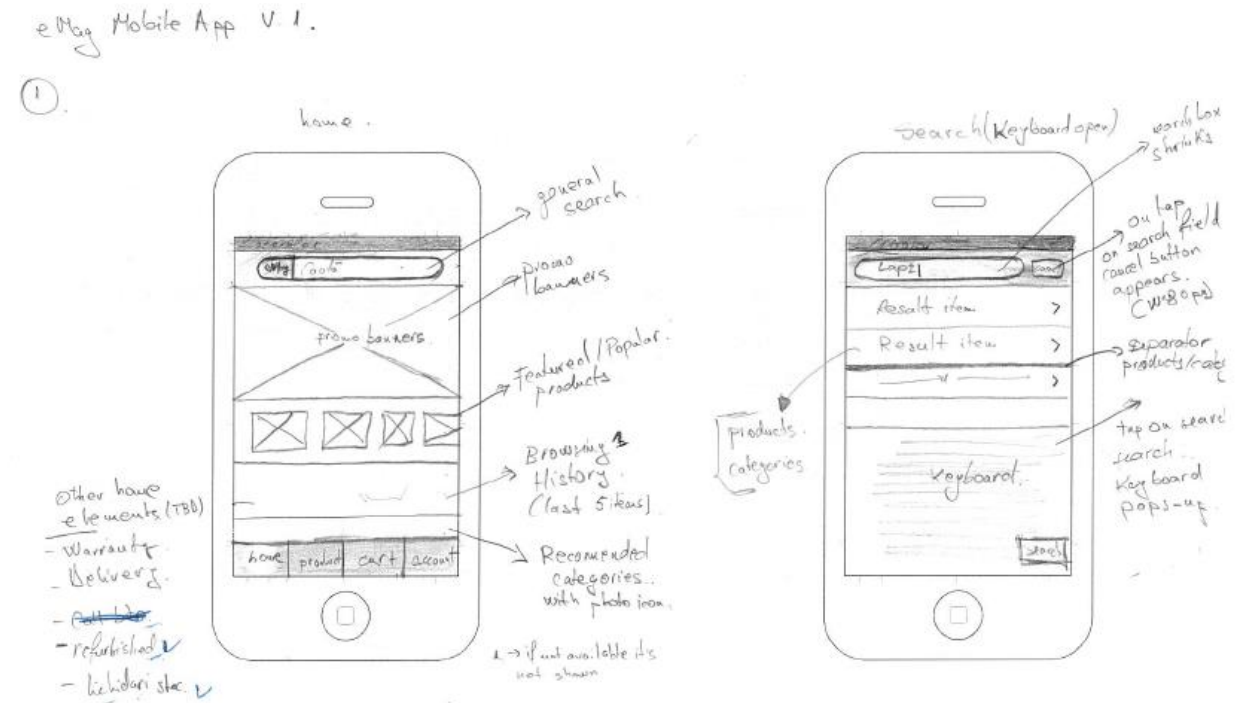


User engagement
& retention

The App - first steps

Started working on the app in
September 2014

Outsourced development at first



eMAG Mobile Team is born

Moved development in-house



Bogdan
Product Owner



Cristi
Technical



Andrei
UX / UI



Luminita
Project Manager



Catalin
Project Manager



Cristi
Business Analyst



Radu
UX Designer



Catalina
UX Designer



Alin
iOS Developer



Bogdan M
iOS Developer



Razvan
Android Developer



Doru
Android Developer



Daniel
Android Developer



Ionela
Quality Assurance



Liana
Quality Assurance

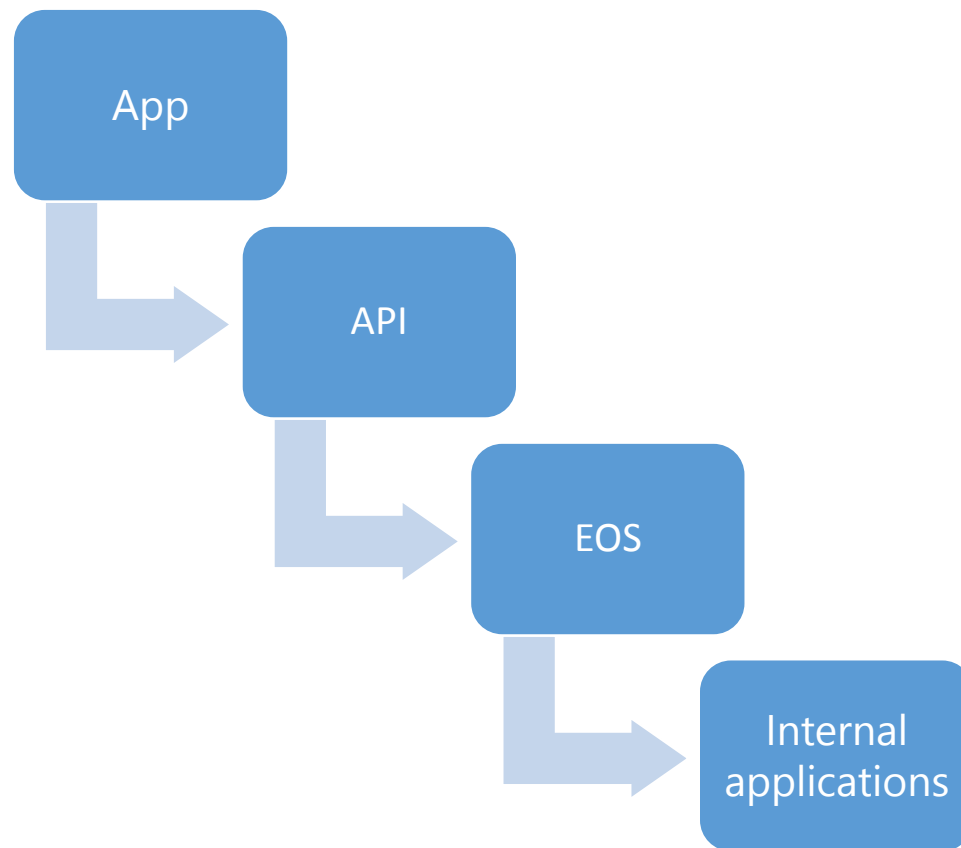


George
Quality Assurance

@team++



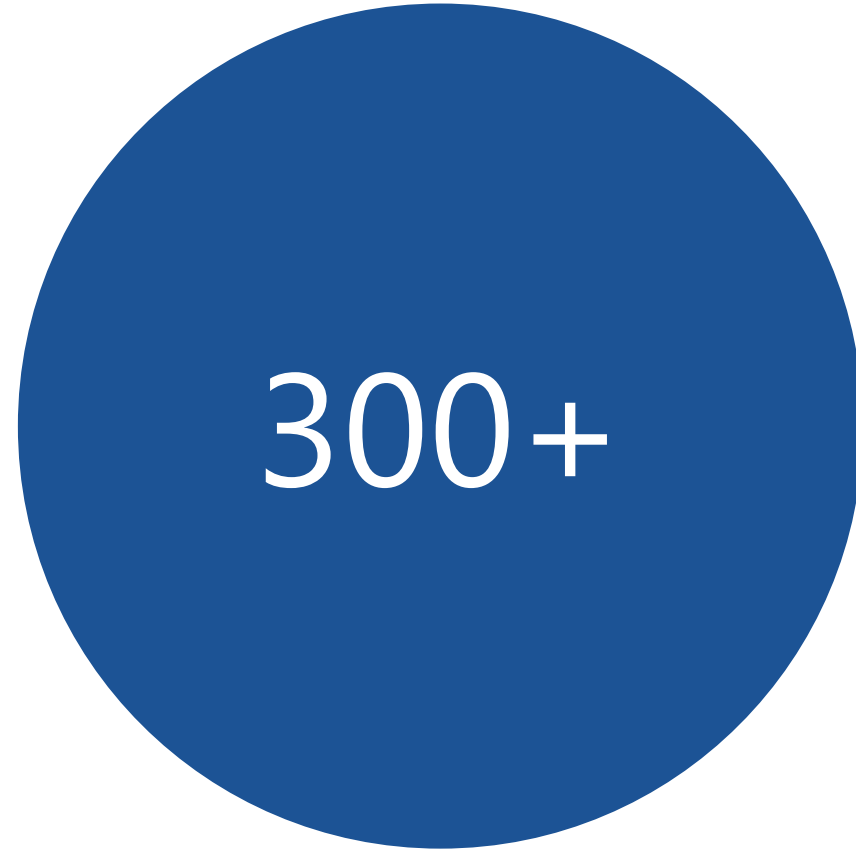
App architecture



Releases



App releases



Web releases

App release process



Submit



Wait



User adoption

Tools to get it right



Build



iTunes Connect



Google
Staged Rollout



Submit

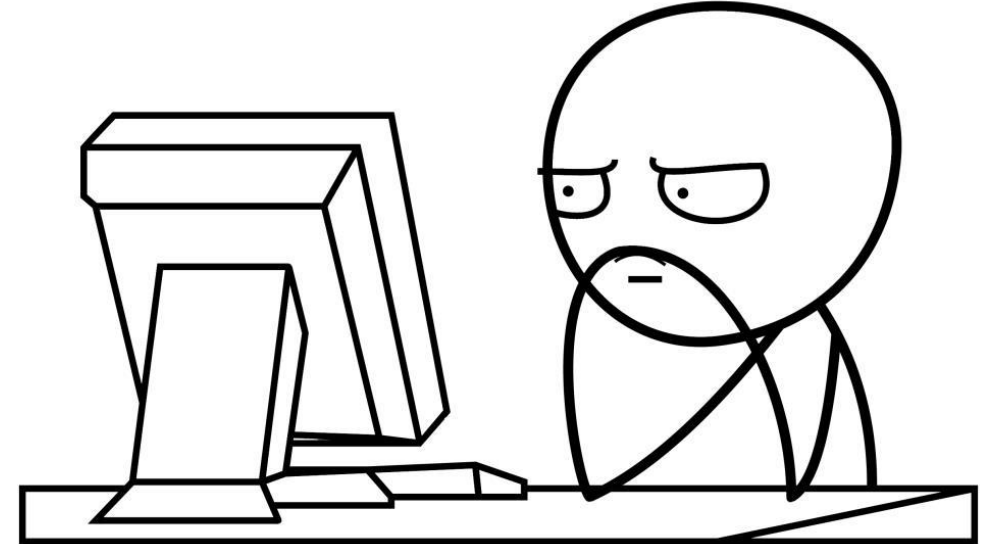


Monitor

Monitoring

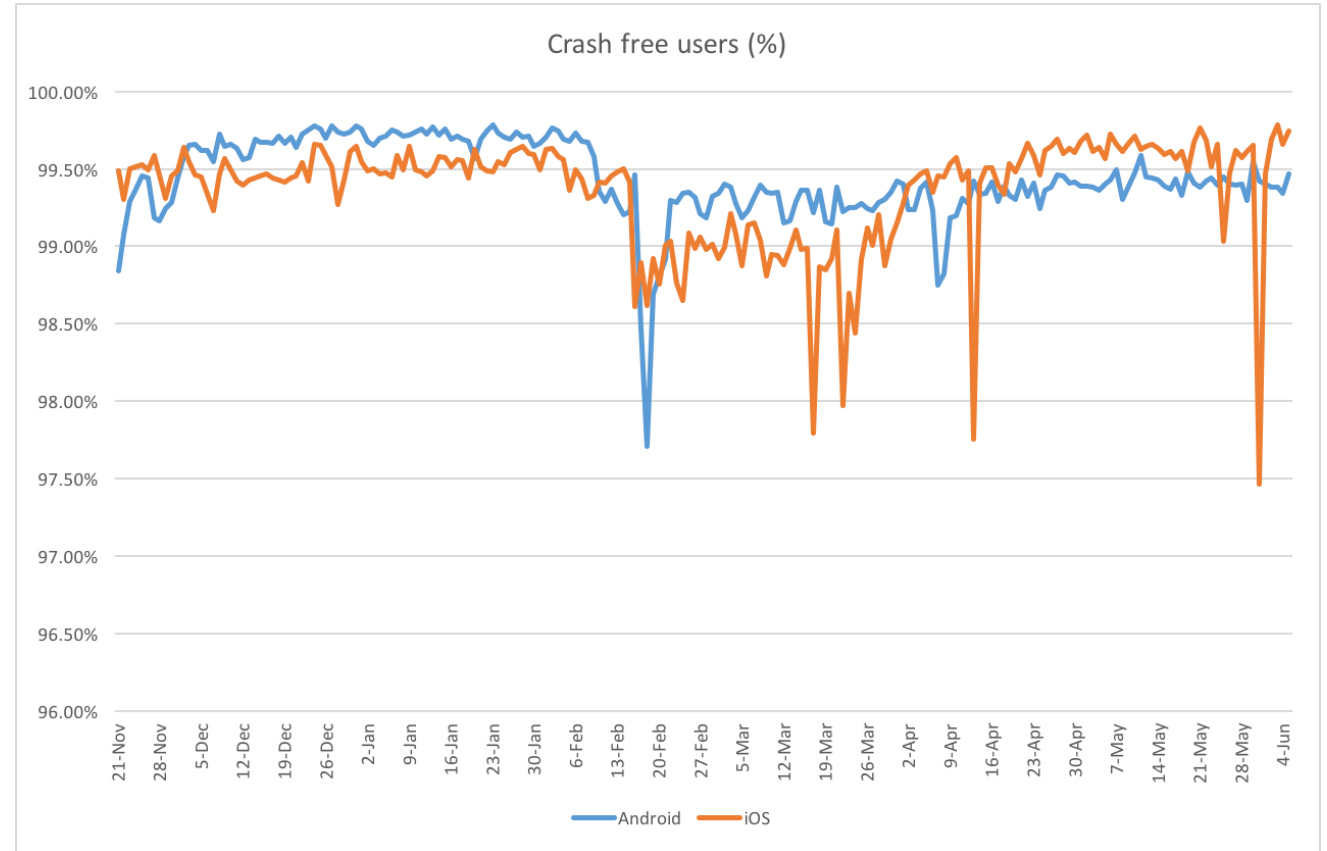
The (lack of) tools

- Both Google and Apple only provided opt-in crash reporting - fixed bugs reported by users or discovered by QA team
- “Basic” analytics using our internal system



Focus on stability

Right now
99,5%
Crash-free Users



Where are we now?

- Regular, monthly updates
- More focus on measuring feature performance
- More focus on app-first features
- Constant learning & research of new tools, technologies, libraries



What's next?





FALSE

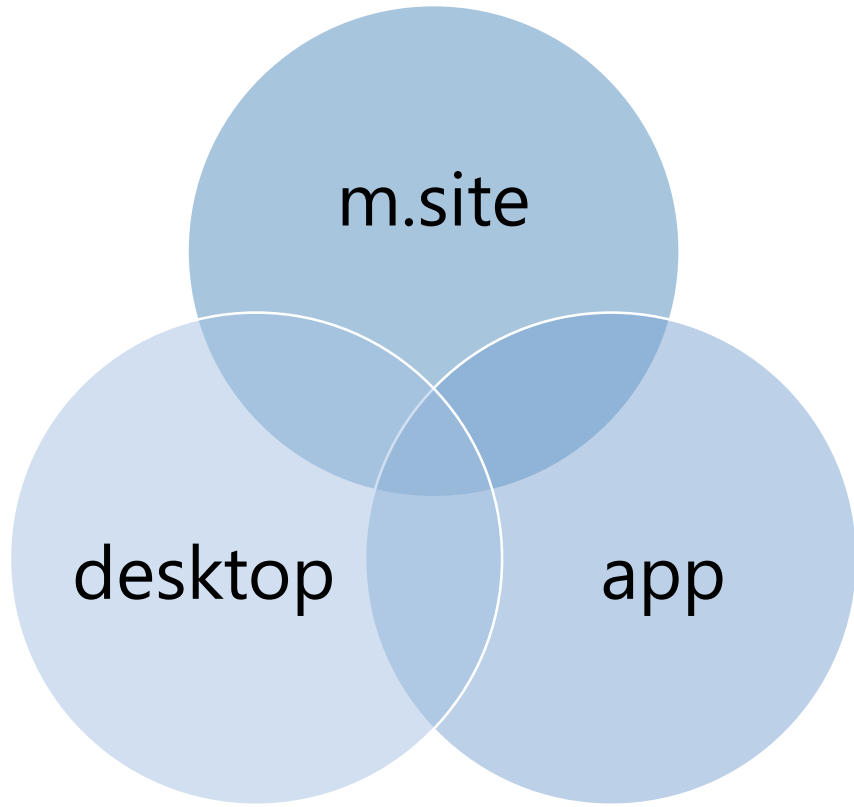
What's next?

- Continue migrating to Swift
- Start development of the Android tablet version
- Develop Polish version of the app



Conclusions

It's not either... or...



- Multiple channels
- Different product categories
- Different shopping behaviors
- Use each platform for what it does best

Be where your customer is!

Thank you!

Feel free to drop us a line
mobile-contact@emag.hu
luminita.fediuc@emag.ro

