



# Open your business 24/7

Your Ultimate Guide to  
Using Mobile to Drive Sales & Traffic



**Bravo Pawn Systems**  
Point-of-Sale | eCommerce | Mobile

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# Introducing MobilePawn

*MobilePawn is the industry's premier mobile application. It is user-friendly and convenient; a must-have app for your business. In this eBook, we'll look at the mobile app industry, MobilePawn's features, and ROI. Open your store 24/7, increase customer satisfaction and your bottom line.*



## Key Statistics

With over [2.7 billion people](#) using smartphones across the world, it really comes as no surprise that the mobile app industry is thriving. App usage and smartphone penetration are still growing at a steady rate, without any signs of slowing down in the foreseeable future.

According to a [NY Post article](#), Americans check their phone on average once every 12 minutes, or about 80 times a day. 4 hours is the longest the average person is prepared to go before the need to check their phone becomes too much. Interestingly, only 51% of the 2000 people surveyed think that calling is the main purpose of a phone.

We use our phones everywhere. At home, work, on the street, in bed, while eating food at restaurants! So, what is it that everyone is doing on their phones? 90% of the average user's time is spent on apps, which makes this an increasingly crucial element in your pawnshop's business strategy.

This is especially true given that mobile apps are expected to generate \$189 billion in revenue by 2020, and 57% of all digital media usage comes from mobile apps.



# Starting Up

The statistics above show that having an app for your store does have a considerable competitive advantage. App downloads are already skyrocketing and are expected to rise even further, by 25%, between 2018 and 2022. So what is everyone downloading?

98% of all app revenue comes from free apps. People like to download free apps because there is no initial cost involved. These apps then improve customer experience, engagement with your store, customer loyalty, and retention. An engaged and loyal customer base will, in turn, help you stay competitive in a shifting industry.



This is exactly what the MobilePawn app helps you achieve. It is a free download for your customers, but the access code for the app comes from you and is specific to your store.

Once your customers are in, they're able to:

- Shop your inventory
- Receive payments & notices
- View and make payments
- Initiate loans
- And more





## A Closer Look at Return On Investment

As with all investments, calculating the return is crucial before deciding for or against a course of action. Bravo users with the MobilePawn app have a 25% higher loan balance growth on average.

Last year, Bravo users whose customers had the app saw 74% more IN STORE retail sales over their competition. With the MobilePawn app, you'll be selling your inventory 24/7 and creating a higher yield in sales. The best part is that customers will still visit your store AND use the app; both your online and in-store generated revenue will increase.

Since the app makes checking loan balances so convenient for the customer, you staff will no longer spend unnecessary time taking calls to provide that information and will be able to allocate more time to the in-store customers.

You can also send push notifications to customers to remind them when a loan is due. These notifications have a very high open rate, about 90%, and are effective when paired with a "call to action". For you this call to action is to make a payment.

The app comes white-labeled for your company, and if you pair it with a company-branded website you'll increase customer exposure for your business.





# Keep Up with the New Generations

Given that most consumer research is done online, increasing your online presence is crucial in gaining a competitive edge, and the trust of Millennials and Gen Z. The old ways of doing business are changing, and fast. Old ideas and outdated methods of selling are, in many cases, no longer viable. So it's crucial to, not just the success, but the very survival of your business to offer as much value to the new generation of buyers as it's possible.

Read more about MobilePawn or check out the app in the App Stores by [clicking here](#).

For more information, including marketing ideas, industry trends, and great tools you can use to grow and manage your business, please visit us online at [BravoPawnSystems.com](http://BravoPawnSystems.com).

