

# FURNISHING A SUCCESSFUL MOBILE APP STRATEGY

With numerous shopping channels to choose from, home goods retailer Crate and Barrel deploys a major update to their mobile app—boosting web, mobile and in-store sales significantly.

## BY THE STATS

### 4.8 STAR APP RATING

UNIQUE VISITORS  
TO APP

**82%** ▲

DOWNLOADS SINCE  
IMPLEMENTING GPSHOPPER

**137%** ▲

IN-APP  
REVENUE

**43%** ABOVE  
GOAL

PUSH NOTIFICATION  
OPT-IN

**62%** OF  
USERS



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## The Challenge

In 2016, Crate and Barrel knew it wanted to continue enhancing the omni-channel experience every retailer strives for, but is often difficult to achieve.

At the time, its registry app focused solely on the bride and groom and offered a limited number of features. Given that the existing app served such a narrow customer focus, it was ultimately time to expand into shopping. With average consumers spending three

hours a day on their mobile devices and 51% of purchases being made in-app, Crate and Barrel knew it had a real opportunity to expand the breadth of how the app could support more customers. However, Crate and Barrel’s limited resources and lack of APIs made it challenging to support ecommerce at the pace needed to match the market opportunity.

While every digital channel is important, app shoppers typically make up the top 10% of a retailer’s customer base but account for



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50% of overall revenue. A native commerce app gives retailers a unique opportunity to deliver an experience tailored to its best customers, putting the brand at the forefront of their mobile devices and delivering a faster and better commerce experience.

“As a company with a rich heritage of customer service. Especially in this business, we needed to offer a more personalized approach,” says Elizabeth Binkley, Digital Product Manager of Mobile Apps at Crate and Barrel. “A purchase isn’t an instantaneous thing; there are many touch points along the way. We want our customer to treat the app as part of their shopping journey. The goal

isn’t to drive the completion of a sale on one specific channel, but to offer the best possible experience across a number of channels, regardless of where the consumer is.”

### The Solution

In order to supplement Crate and Barrel’s internal technical resources, the team decided to partner with a third-party app provider to co-develop enhancements. “We were looking to cover a full range of customer needs and use cases,” says Binkley. “With internal resources being slim, the amount of effort it would have taken to build out the app functionality in the desired timeframe wasn’t realistic.”

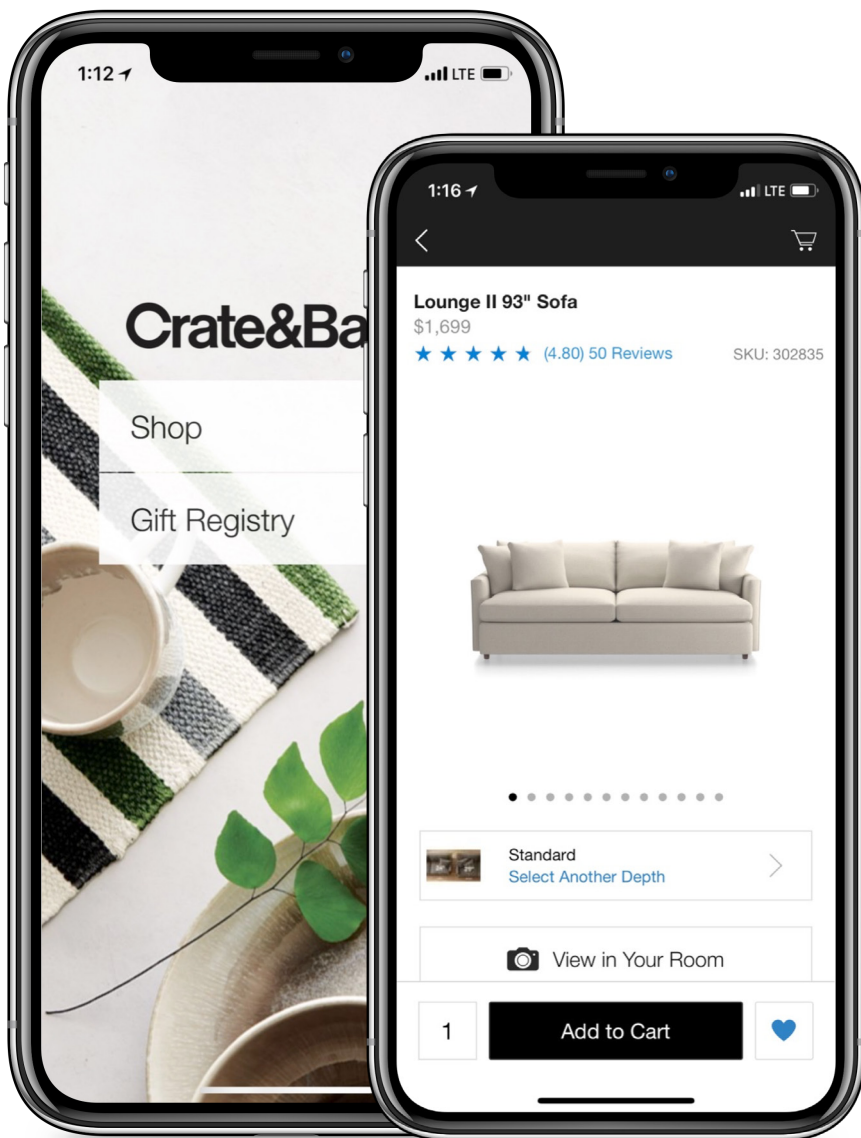
While there are many app platforms in the market, Crate and Barrel did its due diligence and evaluated several vendors prior to selecting mobile app platform GPShopper. The retailer felt that GPShopper’s most obvious advantage was its extensive integrations experience, which would translate to speed-to-market.

Binkley explains, “Since our brand had built the first iteration of the app in-house, it was absolutely necessary that we utilize GPShopper’s proprietary Webconnector™ technology. If we had only used our internal resources, we wouldn’t have been able to grow at the speed that we have with GPShopper.”

### The Results

Since relaunching with GPShopper in January 2017, the Crate and Barrel app now has a 4.8 star rating and has seen a 137% increase in downloads, thanks to numerous new app features including native commerce, buy in-app, pick up in-store, favorites list and the ability to save gift cards. In addition to the Crate and Barrel brand, the retailer recently rebranded The Land of Nod as Crate and Kids and is now shoppable in-app (with registry capabilities coming soon).

Two of the mobile app features driving the omni-channel shopping experience are push notifications and registry, both of which are largely paying off for Crate and Barrel. Today, Crate and Barrel has 62% of all app customers opted in to push notifications – far





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exceeding the industry standard of 40%. The other app feature propelling its unified shopping experience is registry. Whether getting married, having a baby or throwing a party, Crate and Barrel’s registry feature allows users to manage and view purchases made in real time as well as provide inspiration and gift suggestions. Additionally, the app allows customers to scan barcodes in-store to add items directly to their registry or wish list.

“A mobile app is a channel that’s extremely important and needs to be nurtured,” Binkley says. “The user that’s going to download the app is not the same as your general customer.

Part of the goal of the app is to serve their loyalist needs and make them feel special.”

Visit frequency has increased by 82% since adding native commerce, and in-app revenue is 43% greater than Binkley’s original expectations. With such success in 2017, Binkley’s goals are set high for continuing to innovate while delivering a frictionless shopping experience to its most loyal customers.

Moving forward, Crate and Barrel is very much focused on turning registry shoppers into lifetime customers. With the app no longer being solely registry focused, the team is concentrated on adding features such as exclusive app content, special offers, and an even more personalized experience for those who are consistently engaged with the Crate and Barrel brand. While we can’t divulge every new feature coming to the app, the team promises that innovation and keeping pace with the digital lifestyle of their customers is a top priority.

