



# READY TO ELEVATE YOUR BFCM SUCCESS?

LET MOBILE APP MARKETING LEAD THE WAY!

With a **30%** spike in mobile shopping traffic during BFCM, not having a mobile app means missing out on a huge opportunity.

Furthermore,  
effective mobile app marketing strategies boost awareness about your business & offers among existing & new customers.



# INDUSTRY-SPECIFIC INSIGHTS



## | Beauty & Cosmetics:

**60%** of beauty product purchases are made on mobile devices.

**50%** increase in mobile traffic to beauty brands' websites during BFCM.



## | Fashion & Apparel:

**70%** of fashion sales are from mobile devices.

**40%** increase in mobile app downloads for fashion brands during BFCM.



## | Electronics & Gadgets:

**55%** of electronics purchases occur via mobile devices.

**35%** increase in mobile app engagement for electronics brands during BFCM.



## | Health & Wellness:

**50%** of health & wellness purchases are made on mobile devices.

**30%** increase in mobile app usage for health & wellness brands during BFCM.



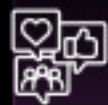
## | Food & Beverages:

**65%** of food & beverage orders are placed via mobile devices.

**45%** increase in mobile app downloads for food & beverage brands during BFCM.



# WHY A MOBILE APP IS YOUR SECRET WEAPON FOR BFCM SUCCESS



## Increased Customer Engagement:

**70%** higher open rates for push notifications compared to email.

**45%** increase in engagement through app-exclusive discounts & offers.



## Higher Conversion Rates:

Mobile apps convert **3x** more than mobile websites.

**40%** higher average order value (AOV) from app users.



## Enhanced User Experience:

**30%** reduction in cart abandonment with streamlined checkout processes.

# HOW MAGENATIVE'S APP BUILDER SUPERCHARGES YOUR BFCM GAME



## Customization & Branding:

**Fully Customizable Themes:** Tailor your app to align with BFCM promotions and your brand's identity.

**Easy Integration with Shopify:** Sync product data & manage inventory effortlessly.



## Advanced Features:

**Segmented Push Notifications:** Target specific user groups with relevant BFCM offers.

**In-App Promotions:** Create and manage exclusive BFCM deals directly from the app builder.



## Analytics & Insights:

**In-App Analytics:** Track user behavior and sales performance to optimize your BFCM strategy.



# HOW BUYFSA (health & wellness store) LEVERAGED MAGENATIVE MOBILE APP BUILDER TO MAXIMIZE BFCM SALES



Total BFCM Sales

**\$40k**



Push Notification  
Conversion Rate

**18%**



Average Order  
Value

**\$140**



Total Orders from  
Mobile Apps

**50%**



Push Notification  
Open Rate

**47%**

# DON'T FALL BEHIND COMPETITORS WHO ARE READY TO ENGAGE & CONVERT THIS INCREASED TRAFFIC INTO SALES.

Optimize your mobile app marketing strategy  
to skyrocket your sales!

Connect with m-commerce experts at MageNative Now!

**Avail 20% BFCM Discount** on yearly plans