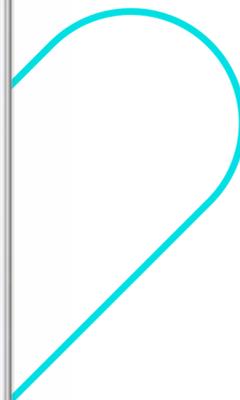
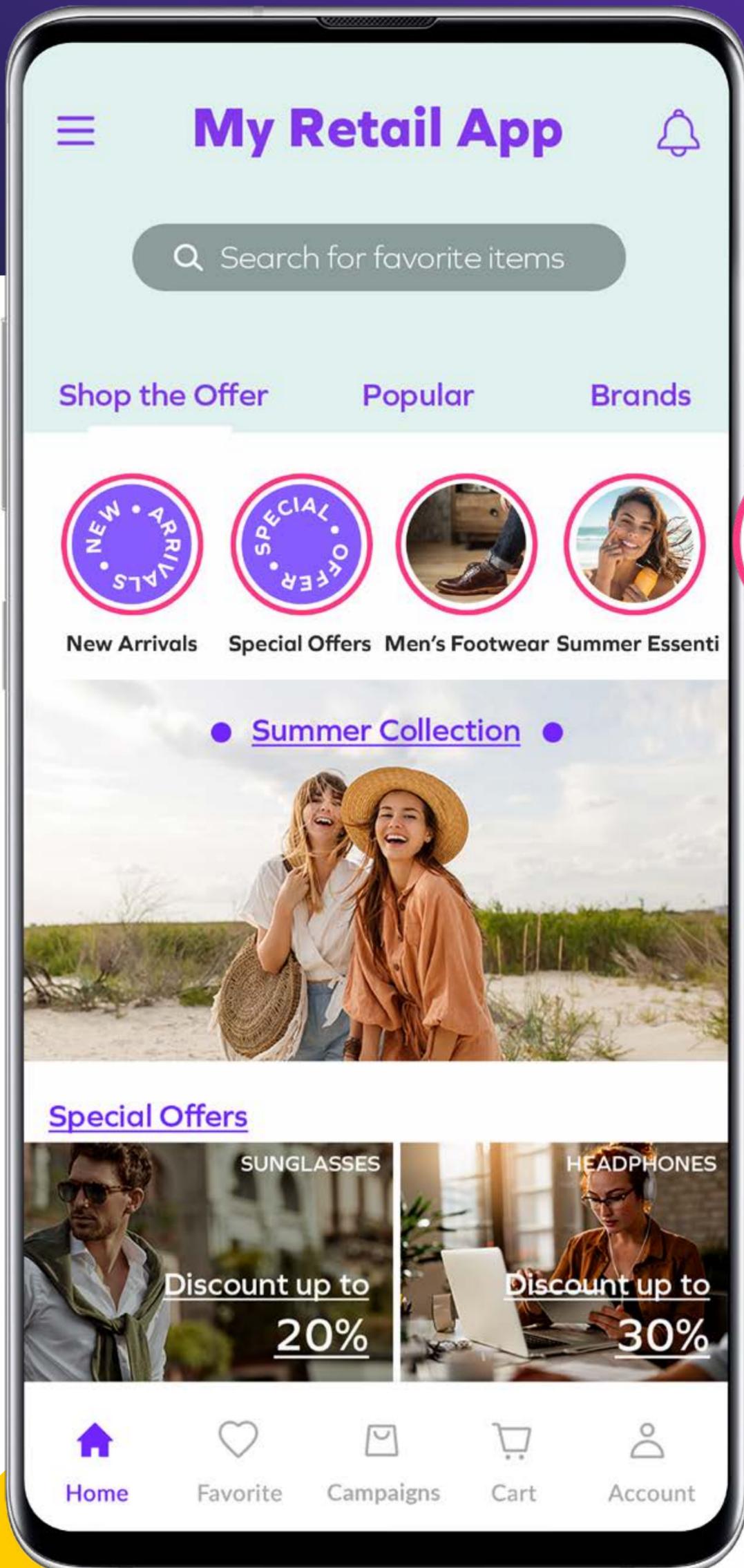


STORYLY

The Guide to Delivering the Best Mobile Retail Experience in 2022



● Foreword

Against whom do you compete?

When the soft drink market reached saturation in the 1980s, one of the most noteworthy CEOs of Coca-Cola, Roberto Goizueta, decided to expand the horizon. The fight was not against Pepsi anymore but for “share of stomach,” meaning to replace milk, tea, coffee, juice, or beer, basically any beverage that you can think of, with coke.

A couple of years ago, the CEO of Netflix, Reed Hastings, stated that the video streaming giant does not compete with other platforms, but sleep. And, the company started to get more worried about popular video games like Fornite than other streaming services.

If you're a mobile retailer, the competition is not against merely where your target audience is shopping but where they spend their time on the phone. Mobile turned everything into the attention economy, meaning that attention is an entity in scarcity and any actor should give their best to grab it. As psychologist Herbert A. Simon put it once, “a wealth of information creates a poverty of attention” today.

An average adult spends 4.8 hours on mobile per day. And the biggest share of this time is occupied by social platforms and gaming apps. So, are you going to limit yourself to a fight for a small portion of this daily attention or claim a bigger place in users' lives? If you're even thinking about the latter, interactive, gamified, and immersive experiences are more crucial than ever. And hopefully, this e-book can offer some valuable insights and answers to the question "How?".



Emre Fadilloğlu

Co-founder and CEO
Storyly

ABOUT STORYLY

Storyly is a user engagement platform to embed full-screen, interactive Stories in apps and websites.

Storyly Stories empower marketing strategies of mobile brands and enable them to engage with the audience beyond the limits of the screen, with the most catchy and addictive content format of the day, Stories.

Build engaging and personalized communication with consumers through a blank canvas for rich, interactive, customized content sharing.

Learn more at www.storyly.io

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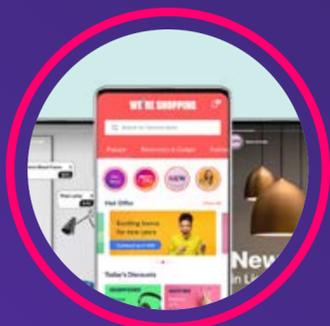


Introduction



Chapter 1:

The Current Mobile Retail Landscape



Chapter 2:

Stories: The Missing Piece for Engaging Shopping Experiences



Chapter 3:

Making the Best Out of Shopping Seasons



Chapter 4:

Creating Captivating Content for Retail Apps



Conclusion

● Introduction

The long predicted mobile-first future is here!

Though the Covid-19 pandemic accelerated the demand for simple, effective, mobile shopping solutions, they've quickly become part of consumer expectations.

As brick and mortar retailers reopen, it's clear that mobile shopping isn't necessarily a replacement for doing so in person, but a complimentary channel for consumer confidence and convenience.

Storyly has helped dozens of retailers add dimension to their apps with the power of Stories and has seen first hand how brands can achieve their goals with full-screen, distraction-free, interactive content. Based on our close relationships with clients, we've gained unique insights into the chal-



lenges faced by mobile retailers, and the best strategies for meeting them. We've compiled data from these successes showing the impact of Stories and the best ways to maximize their potential. Inside this e-book, you'll find our most valuable insights into the evolving mobile retail landscape, and actionable strategies for making the most of this moment.

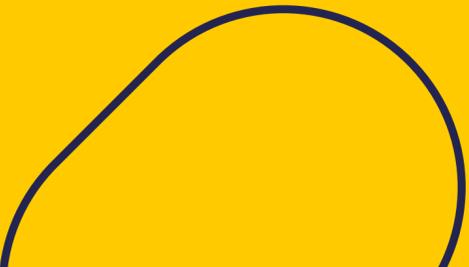
There's never been a better time to focus on mobile-first design, or invest in user experience, so let's get started!





- **Chapter 1**

The Current
Mobile Retail Landscape



● Is pandemic-fueled mobile growth sustainable?

A few years ago it would've been nearly impossible to imagine that billions of people all around the world would suddenly stay at home for months, reduce human interaction to the bare minimum, and look for a digital alternative for almost everything.

Yes, mobile has been on the rise for a while, but this shift in human behavior was **drastic, sharp, and unexpected**.

Adaptability defines us as human beings. So we easily got used to turning to mobile devices for experiences that were once physical. Retail was no exception. And consumer brands that could excel at delivering a digital experience survived and grew.



But what's next?

Now that lockdowns have come to an end on a global scale and people are free to go back to brick-and-mortar stores, what will happen to pandemic era habits?

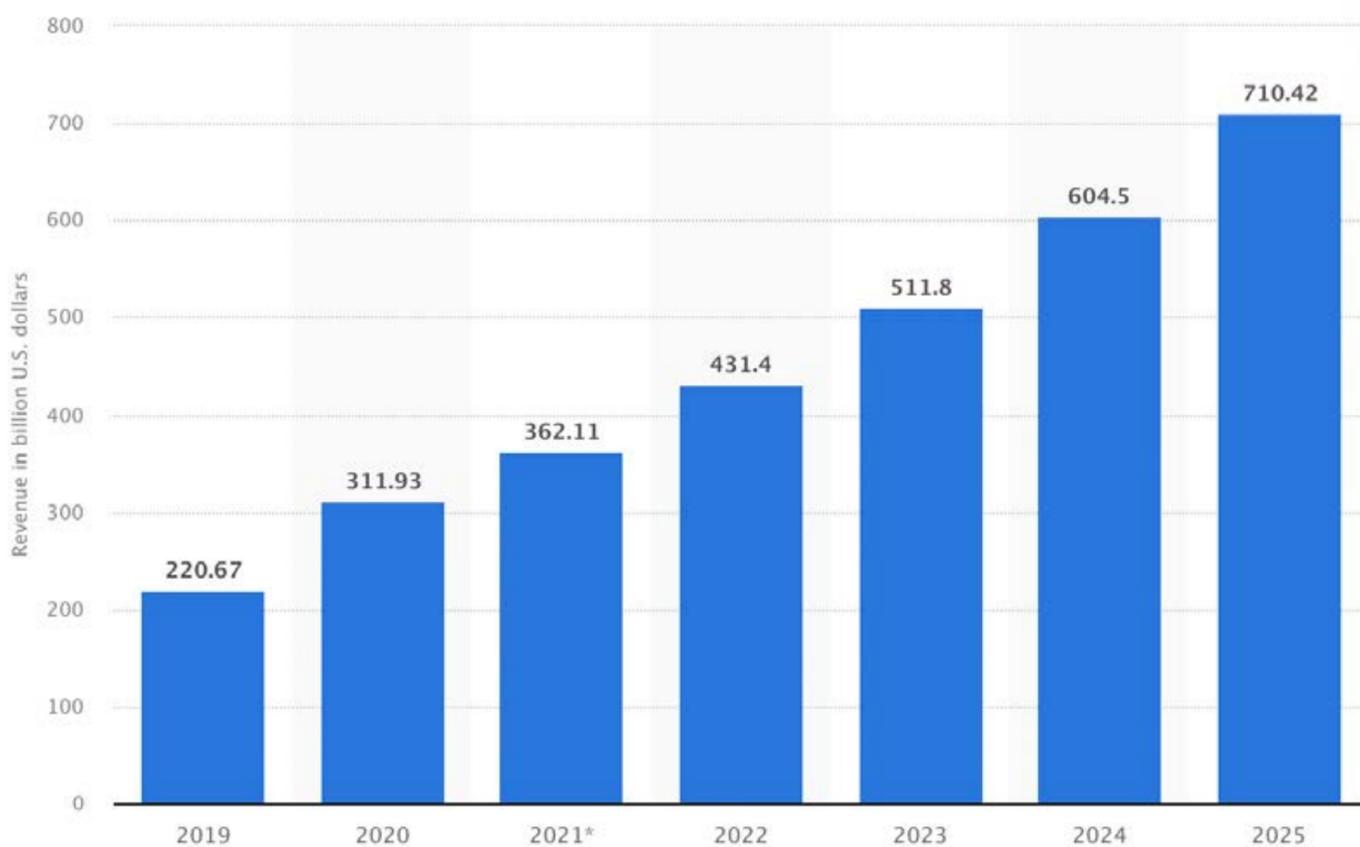
- To what extent will consumers keep shopping mobile?
- How can we reevaluate the line between in-person and digital shopping?
- What kind of experiences do today's consumers desire?
- How can mobile retailers achieve even further growth in the post-pandemic world? (Or should retailers even bother to invest in mobile?)

Keep reading for the main trends shaping the current mobile retail landscape.



1. Mobile isn't just for purchasing, it's for exploration too!

Mobile retail has been growing quickly with an increase over 40% in mobile sales in the US from 2019 to 2020. 2021 bested the previous year by 50 billion USD, setting a trend that [Statista](#) forecasts to continue in the coming years.



Statista, Mobile retail eCommerce sales in the United States from 2019 to 2025

While revenue numbers from mobile retail are a strong indication of the overall trend, there's so much more to mobile success than checkouts alone. **Browsing** is intrinsic to the retail experience, and vital to mobile shopping as well.

Browsing on mobile vs. other mobile activities

Purchasing products online (29%) is among the leading smartphone activities listed by [Statista](#), but it's followed by two other crucial activities: **researching products** to purchase online or offline, which together account for roughly 50% of smartphone activity.

Online vs. in-store window shopping

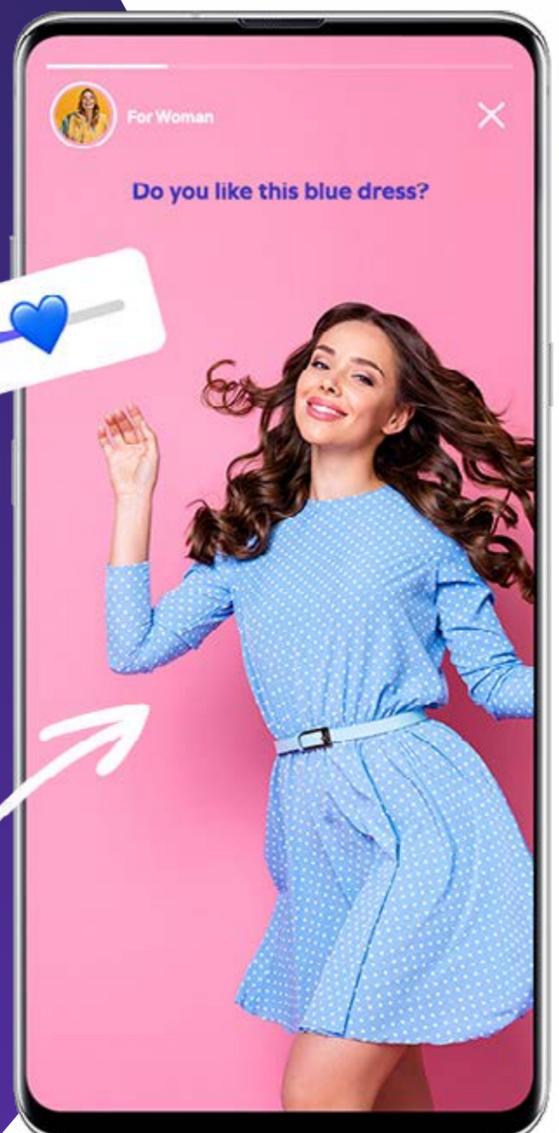
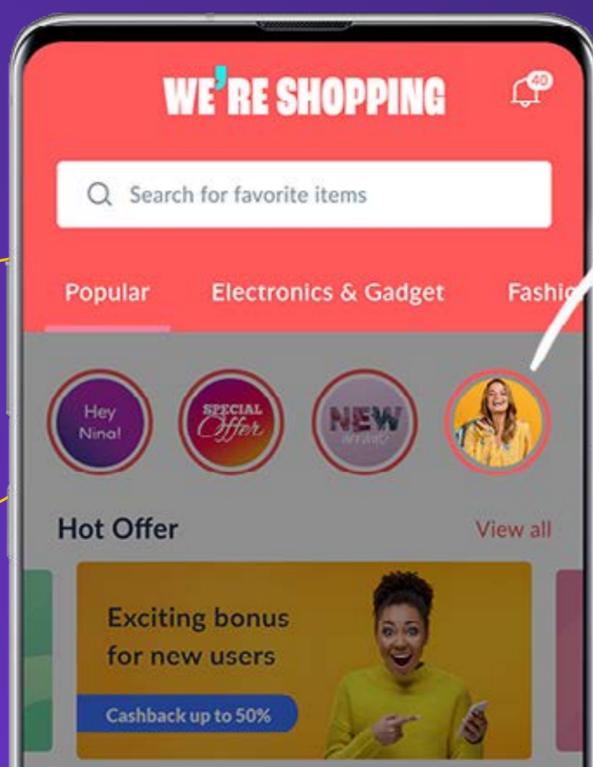
According to research on digital window shopping by [Bazaarvoice](#), people not only prefer online product browsing (61%) over in-store window shopping, but also *enjoy it more* (59%) and *find it easier* (64%) due to *convenience, variety*, and the ability to research *reviews*.

Today's mobile retail apps have no option but to invest more in ensuring a flawless and engaging mobile product discovery experience to **convert new users into active and frequent buyers.**



● Storyly Tips

Create a **frictionless window shopping experience** with Stories! Highlight bestsellers, showcase bundles, or offer curated recommendations to reduce decision fatigue and help browsers find more of what they love.



2. Mobile experience: a crucial piece of omnichannel retail

Omnichannel commerce isn't just a buzzword. It's actually an accurate description of the contemporary retail landscape.

"Today's customers are living — and shopping — in a channel-less world, making an omnichannel strategy more important than ever. Customers expect to be able to shop wherever meets their needs, whether that's on your site, through your app, or directly within an ad experience."

[Think with Google](#), 2022 Retail Marketing Guide: Grow your online and in-app sales

Showrooming vs. webrooming: competing channels or complimentary tools?

The process of product discovery is no longer as linear as it was before smartphones. Shoppers may find a product they like in store and choose to purchase online, or vice versa. Even more often, they will use a combination of in-person and online resources to research, compare, and deal hunt before making a purchase.

In fact, most shoppers say that they use their smartphones to look up more information about a product *while in store*. [Klarna](#) reports that 14-29% of consumers said they sometimes use their phones to research products in store, while 41-52% said they *always* do so.

An omnichannel approach to the retail experience will ensure that what shoppers see on their smartphones will help them feel confident in their shopping

choices no matter if they are in stores, at home, or on the go. To create a cohesive shopping experience across channels, consider integrating resources that make the hybrid approach easier for shoppers such as displaying a QR code in store that links to a product review page or influencer video, or localizing mobile shopping with “find it near you” options or news about in-store events.



The most important takeaway from this trend is that while brands may have reason to encourage more online purchasing or to drive in-person foot traffic, pitting these channels against each other is counterproductive in terms of customer experience and overall brand growth.

What about mobile apps?

While browsing and product/review research are the most popular aspects of mobile appeal, the convenience of mobile apps is another major draw for consumers. In-app shopping offers the same thrill of retail therapy without leaving the comfort of home. [Apptopia](#) reports that the top 100 apps of the mobile shopping category achieved **6.7% YoY growth in the number of downloads in 2021 and 12.2% in 2022**, clear evidence of the attraction to in-app shopping options.

The rising trend to install and use mobile shopping apps is supported by the demand for niche experiences such as **BOPIS** (buy online, pick up in store, also known as click and collect) and **curbside pickup**, which, rather than temporary pandemic-driven solutions, have quickly become part of shoppers' expectations.





“A significant difference between mobile and traditional retail shopping (eCommerce and shops) is that a customer has a lot more **flexibility to shop how and when they want** and it's rarely in a single session these days. Therefore, I think one of the most fundamental facets of a mobile digital strategy for retail is to stop **thinking of your funnel as a single visit funnel** (as we have tended to for eCommerce). Customers use apps in sporadic and undefined ways – there are no longer the significant peaks on a certain day and certain time that we used to see.

This means your mobile strategies should focus on metrics like unique visitor conversion, loyalty, number of visits per visitor, and less so things like bounce rate and visit conversion. How this tends to manifest in a mobile customer experience is in features that drive inspiration, experiences that drive regular but brief engagement, and utility features that don't necessarily result in a sale (i.e. where's my order?).

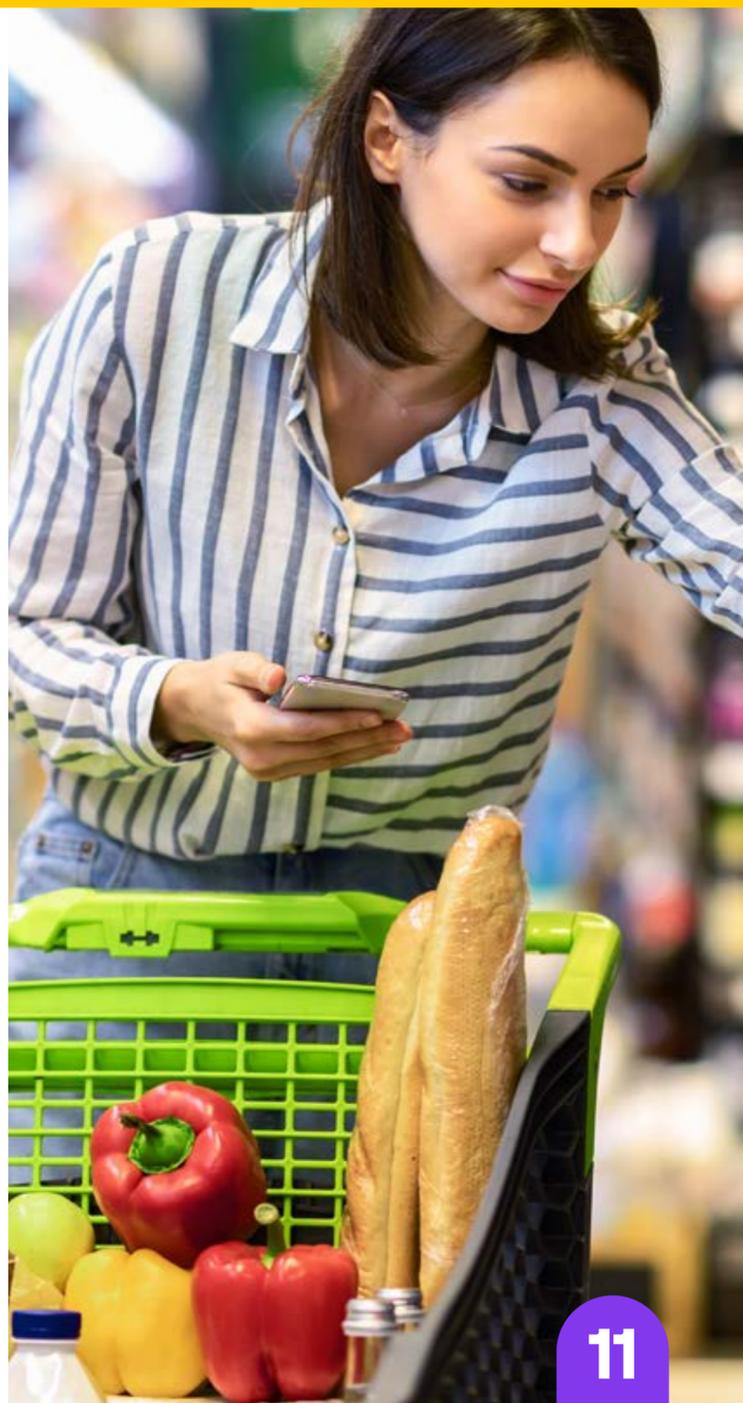
In essence for me, a good mobile retail strategy is focused first and foremost on the relationship between the app and the customer – the customer has committed to you by downloading something, now the tricky bit is your strategy that shows them that this was a worthwhile commitment (easier said than done!).”

-Phil O'Hagan, Head of Product at Holland & Barrett

● 3. In-store shopping still boasts higher cart values than online

At present, in-person shopping still has the lead when it comes to encouraging higher consumer spending per visit. **71%** of buyers spent more than 50 USD in a single physical-store visit, as compared to 54% for online shopping. Likewise, 89% of women add additional items beyond their intended purchases to their shopping cart in physical stores, whereas 77% do so while shopping online.

Retailers who want to achieve a robust sales performance on mobile similar to that of in-person shopping need to create strategies that will encourage shoppers to engage with new products or offers to drive up cart value. Focusing on experience-led capabilities within the app that can create an **“impulse buy”** effect is a solid strategy for promoting these actions.





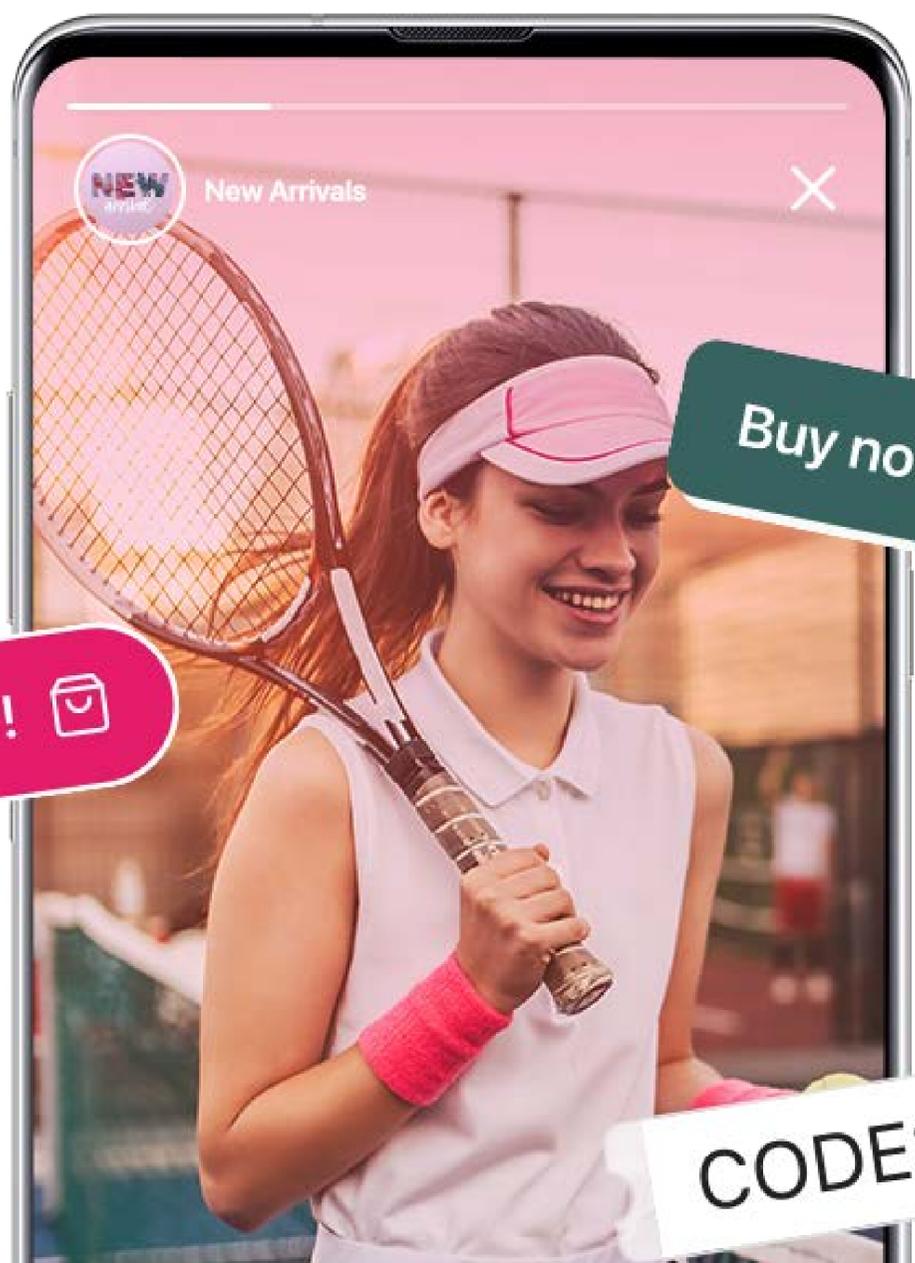
“Our interviews with mobile marketers and end users of retail apps unearth some important findings. Today, the demand for user attention is high while the means to capture that attention is limited. In the context where users scroll less and less, marketers must find new ways to communicate with their users to build stronger connections. Inspirational experiences are the next step of growth in mobile retail. That’s why retailers must unlock new ways for people to connect and discover products online.”

-Kaan Uyanik, Product Marketing Manager, Storyly

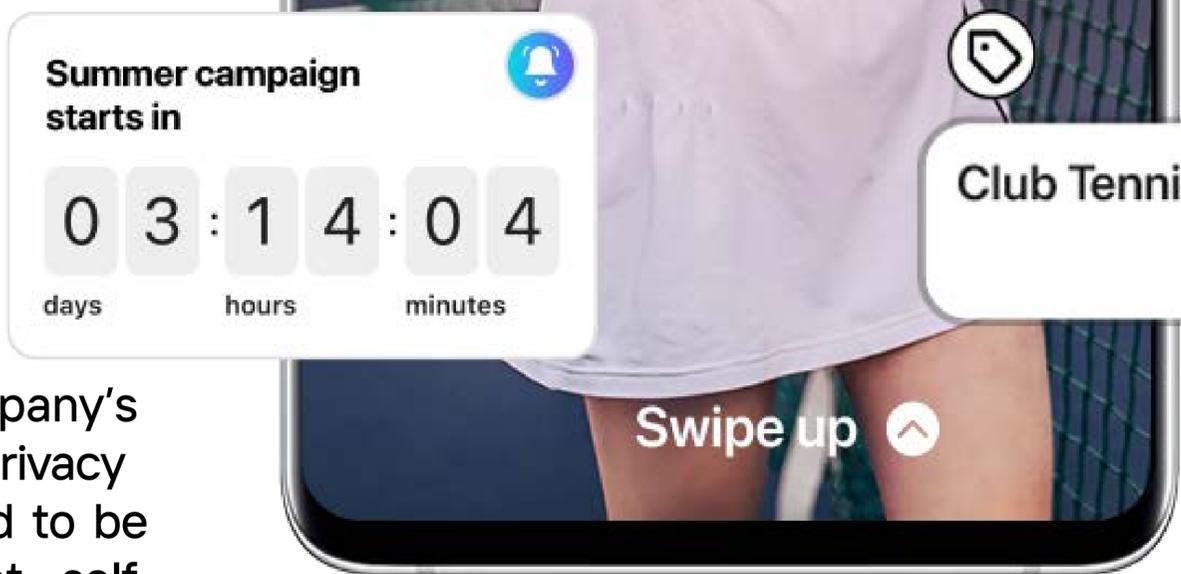
4. Personalized experiences with privacy in mind

Personalization helps consumers save time and make better decisions. According to the [Next in Personalization 2021 Report](#) of McKinsey, 71% of consumers expect companies to deliver personalized interactions, and 76% get frustrated when this doesn’t happen. Personalization drives better customer outcomes. Brands that grow faster drive 40% more of their revenue from personalization than their slower-growing counterparts. Therefore, consumers don’t just expect personalization, they **DEMAND** it.

Fostering loyalty through personalization is a strong strategy, but don’t forget about privacy concerns. Consumers want to know that the data used to create customized experiences is being kept private and secure. [79%](#) of U.S. consumers worry about how companies are using their personal data, and they make buying decisions based on those concerns. An emerging segment of “privacy actives”



who make up 30% of consumers, have been known to switch brands based on a company's privacy policy. Privacy actives also tend to be younger, affluent, self-identified as "early tech-adopters" and are frequent users of online shopping tools and social media, so agile brands would be wise to take their needs seriously.



Achieving personalization and compliance are now the two equally important sides of the equation. To drive revenue growth and superior retention, retailers must deliver personalized experiences while protecting the data privacy of their consumers.

● 5. The ultimate goal: Completing the purchase

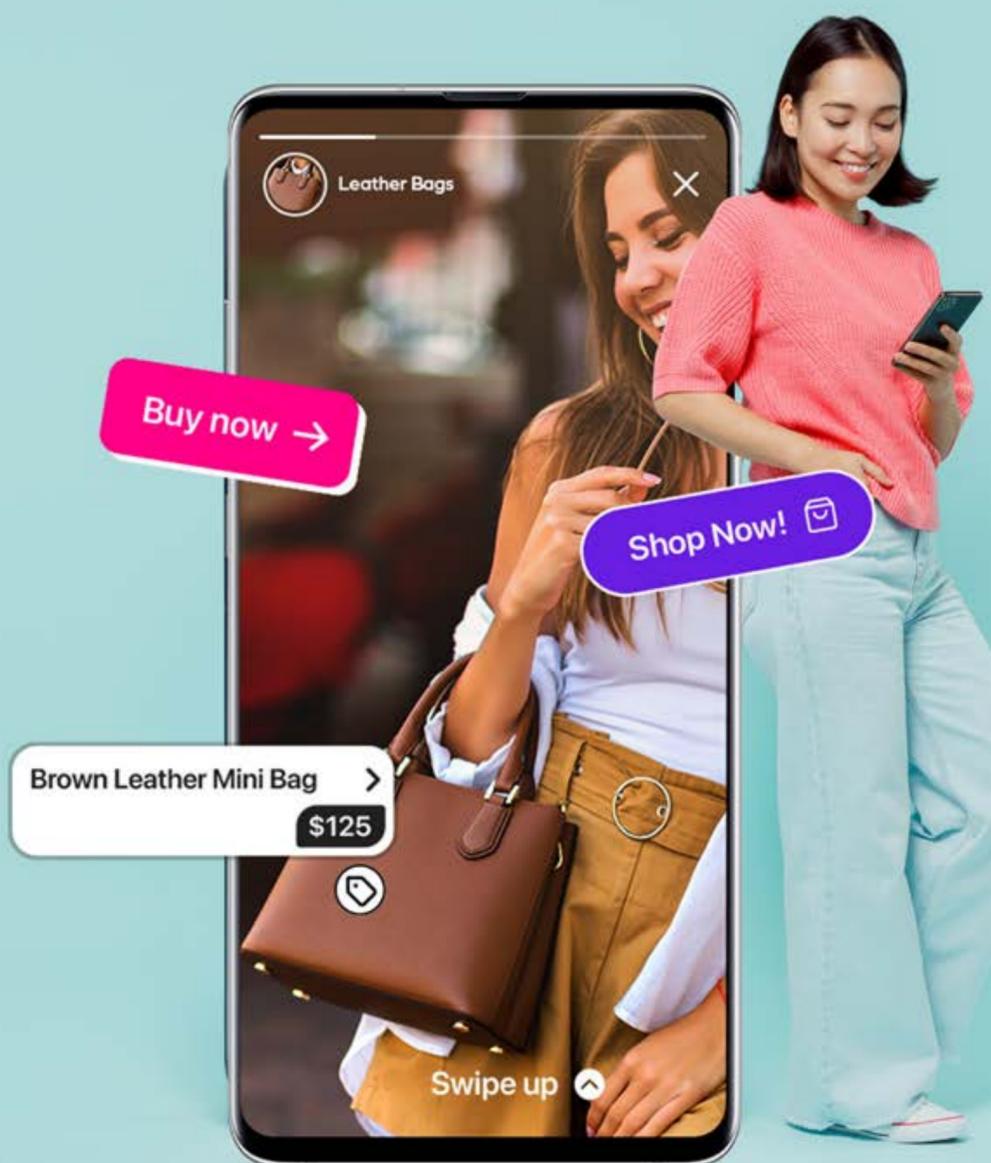
As discussed earlier, consumers encounter the products they end up buying through various touchpoints, often defying linear pathways. But the longer the consideration phase lasts, the more likely these shoppers are to get distracted, abandon their products, or turn to the competition along the way.

So how can we fast track the purchase decision in an age of ever-shortening attention spans and ever-increasing distractions?



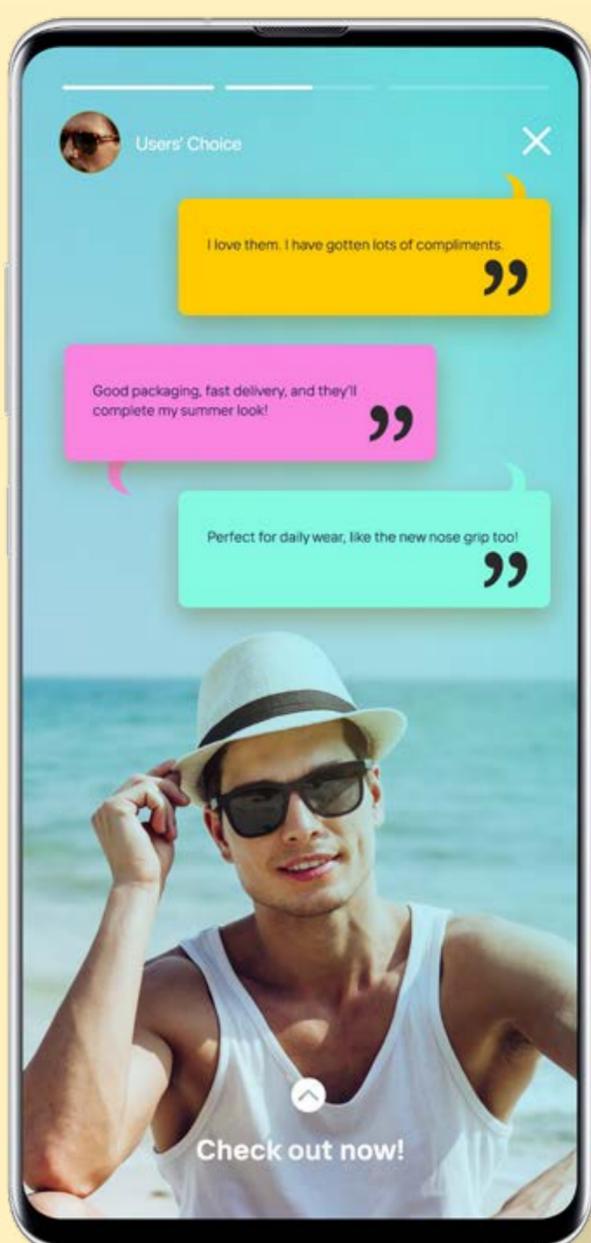
Making mobile moments count:

Contemporary mobile users experience micro-moments, a term coined by [Google](#): “I want to learn it, I want to watch it, I want to buy it, I want to do it NOW!” When they visit a mobile app with such an intention, it is necessary not only to meet their expectations, but to eliminate unnecessary steps in the path and guide them to checkout in the shortest way possible. For example, an ad featuring a specific product should take an interested consumer directly to that product page, not a more general web page. Likewise, Stories designed to feature a specific promotion should include tappable CTAs to help the user complete their purchase quickly and easily.



● Storyly Tips

Tap to shop Stories let users purchase exactly what they want the moment they want it.



Making external validation available:

While shoppers are discovering a product, don't make them hunt for the information they need to feel confident in their purchase. Reviews and ratings (from customers and influencers) are golden tools for conversion so keep them at shoppers' disposal.

Easily accessible reviews empower shoppers to make fast decisions!



- **Chapter 2**

**Stories: The Missing Piece
for a Engaging Shopping
Experience**

Full-screen, interactive, personalized Stories for shopping

A changing market combined with evolving shopper habits means that retailers need to be more agile than ever in meeting consumer needs and expectations. Storyly Stories empowers marketers with a content layer that allows for direct communication and engagement opportunities for every stage of the customer lifecycle from **onboarding** to **retention**, **conversion** to **advocacy**. Storyly's creative toolset includes a variety of interactive elements like sliders, stickers, and countdowns to make short form Video Stories even more compelling and gives marketers complete creative control without needing to do the heavy lifting on design. Let's see some of the ways that Stories are captivating millions of mobile shoppers:



*"One of the biggest challenges for retail apps is the limited space they have to help their customers find inspiration while **avoiding decision fatigue**. Could they wear that dress at a birthday party? How would that jacket work for a business meeting? What would be the perfect gift for their family members? The decisions leading to purchase start the moment a customer finds a product that interests them and they start to picture what it would feel like to own it.*

*This is why our clients choose to get creative with Stories! With Storyly, they can produce **engaging** and **personalized** content available right in the app, make products as appealing as possible with **full-screen** and **tappable** visuals, and showcase bundles. An improved product discovery experience comes with **increased sales conversion** and **higher average order value**."*

-Nurçin Turgut, Customer Engagement Team Lead, Storyly



Engagement rate:

Users start engaging with Stories by tapping the covers, or entry points. The engagement rate measures the number of users who tap the Story to view it. On average, **20%** of retail app users tap on Stories to start watching them. In some apps, the average engagement rate is as high as **38%** making Stories one of the most effective in-app channels for customer outreach.

Story frequency:

Once a user starts watching Stories, they consume an average of **7 Stories per session**. This gives marketers seven new and different opportunities to convey messages to their users. Some apps average more views per session, going all the way up to **25 Stories!**

Click-through rate (CTR):

The average CTR of stories in retail apps is roughly 20%, a significant lead over in-app messaging at 13% and ranks dramatically higher than notifications, which have only a 3% open rate. Even better, Stories are full-screen and distraction-free, making them perfect for driving user action when launching new products, campaigns, and discounts.

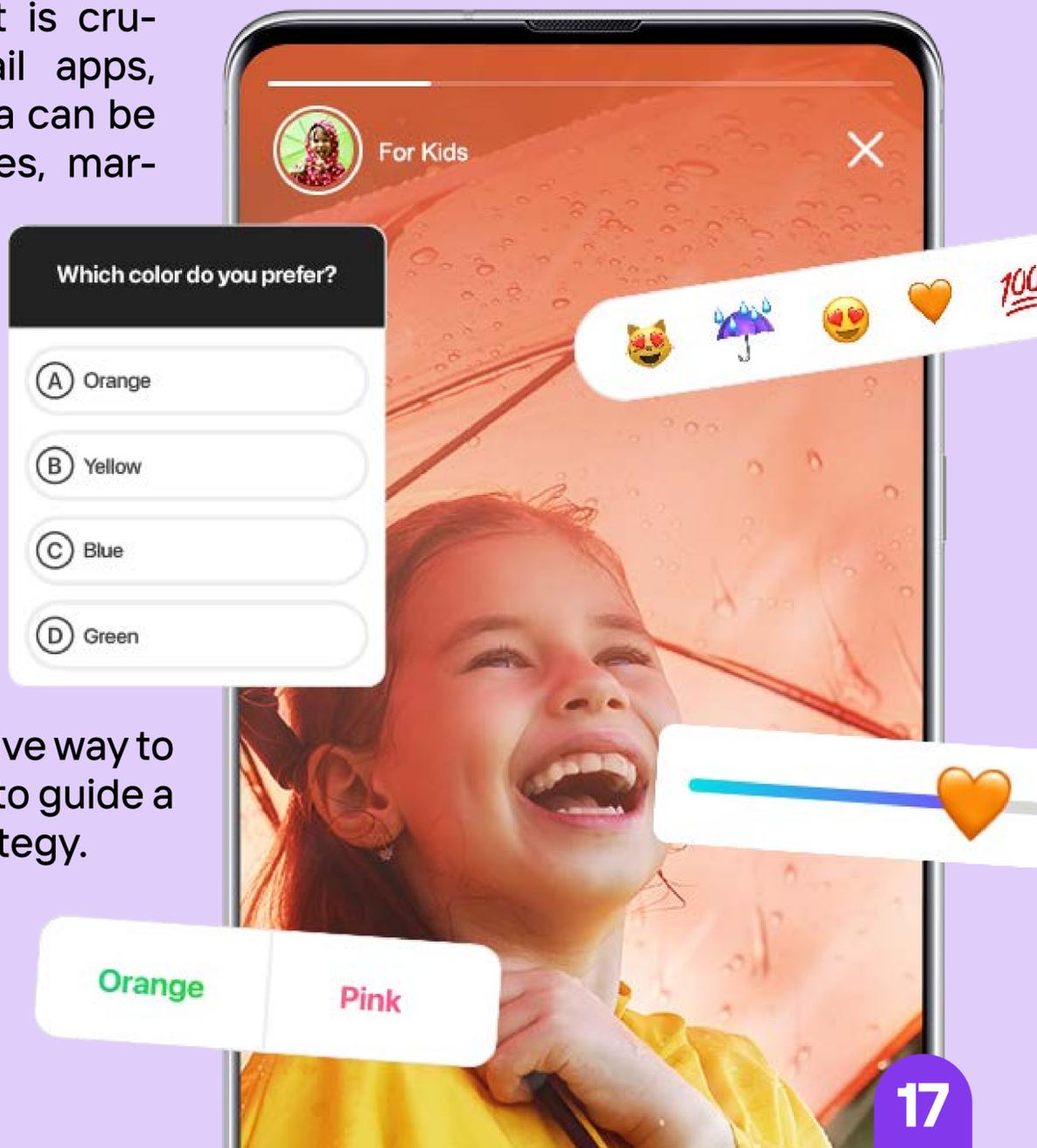
MMA research revealed the human brain needs 400 milliseconds (or 4/10th of a second or less than ½ second), to engage with mobile advertising and trigger an imprint, positive or negative. With Storyly you can capture 36 seconds of attention; what an opportunity for marketers!

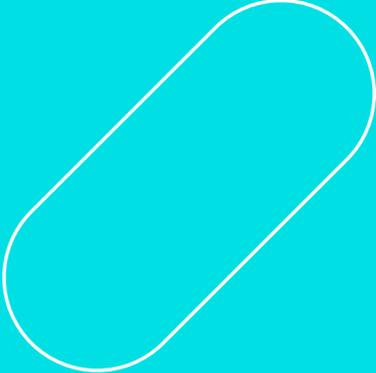
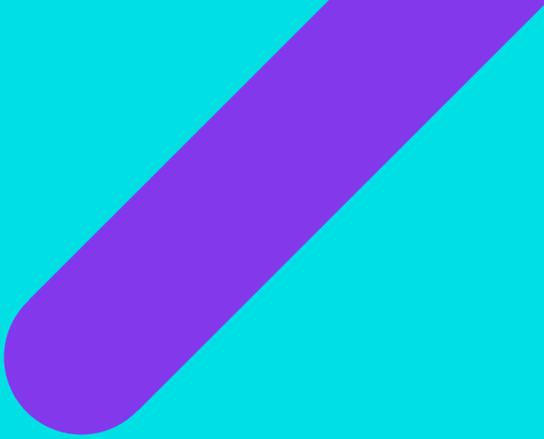
Average watch length:

Video Stories can help retail apps increase user engagement while offering customer education about the look, feel, and potential of a product. On average, users spend **18 seconds** watching Video Stories in non-video driven apps, while the average rises to **36 seconds** on more video heavy platforms such as JD.ID & New Look.

Interactive stickers response rate:

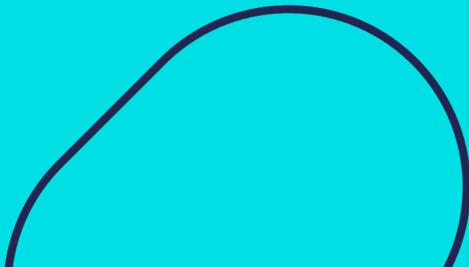
Storyly's interactive stickers do more than encourage audience engagement, they also help you gather **first-party data** about your audience's needs and preferences! User insight is crucially important for retail apps, but gathering reliable data can be tricky. With Storyly Stories, marketers can get user insight directly from the experts— their users. Interactive stickers have a **response rate of 25%**, more than twice that of a traditional app survey, and we've seen numbers as high as **65%**! Polling your audience with interactive Stories is a quick, easy, and effective way to get much-needed insight to guide a successful marketing strategy.





● Chapter 3

Making the Most of
Shopping Seasons

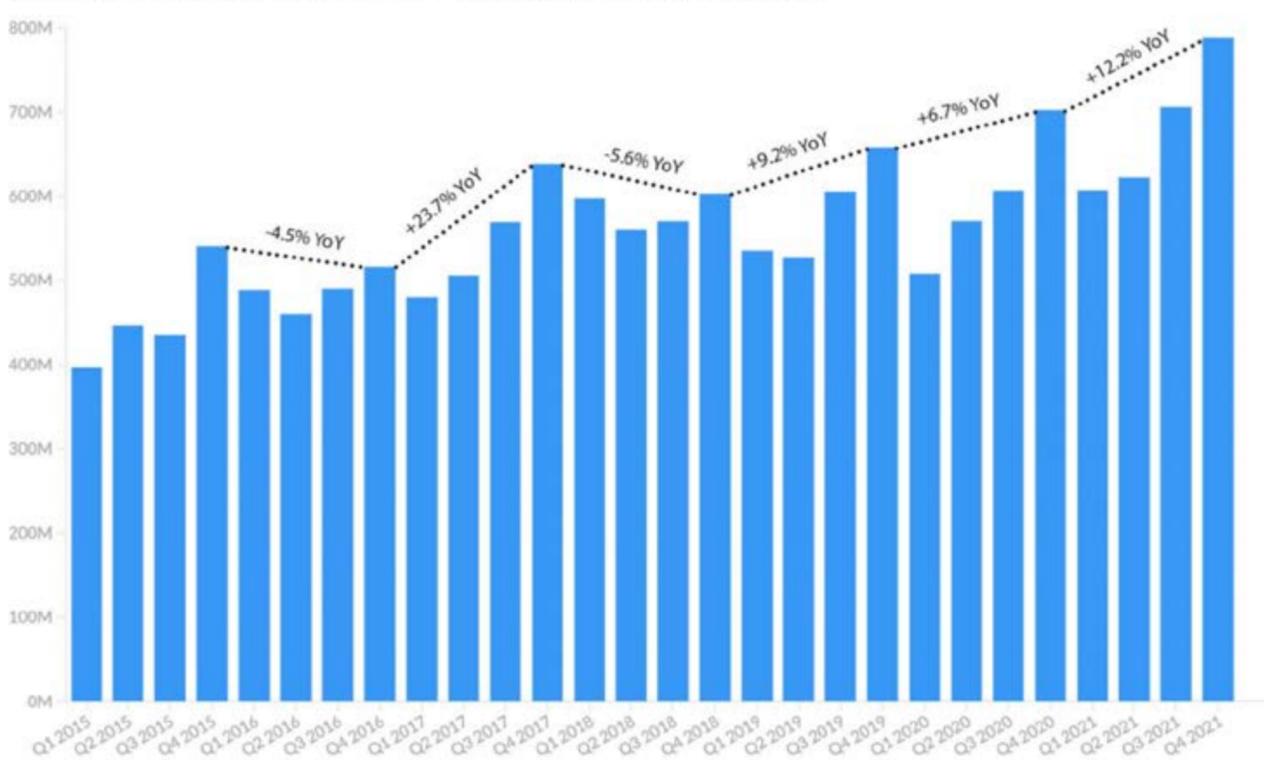


Q4: The golden time for mobile retailers

Everyone in the retail industry has their eyes on the biggest prize of the year: The holiday season! Despite its roots in the western world, Q4 is now a popular shopping period almost all over the globe. As reported by [NER](#), US sales in November and December 2021 hit a record high of \$886.7 billion with a 14.1% growth over the year before. Meanwhile, eCommerce and mCommerce claim their own share of this increasing trend. Digital shoppers constitute 43% of the visits and 61% of the revenue in the US holiday spending, according to [eMarketer](#). It is important to also note that **"43% of digital retail sales during the 2021 holiday season were made from smartphones."**

The top 100 Shopping apps' downloads grew 12.2% YoY

Quarterly downloads of the top 100 shopping apps (aggregated per quarter), worldwide



Apptopia, Benchmarking the Global Mobile Retailing Landscape

Q4 is a crucial period for retail sales, but it's also a golden window for app downloads and longer session durations. According to [Apptopia](#), this period has proven to be most fruitful since 2016 and continues to increase yearly.

This overall trend is reflected in the consumption of or interaction with Storyly Stories as well.

The biggest boosts in daily active users (DAU) were seen as a 19% rise in the third week of December. Looking at the same week, Stories saw an even higher rise boasting an 85% increase in daily reach and a 63% rise in impressions. A similar pattern was also seen in the third week of November, likely due to Black Friday.

Good to know:

Shoppers are primed to get the most out of mobile retail apps during the holiday season showing greater interest in discovering and exploring holiday products, deals, and special offers.

Attract traffic to your app during the holiday season



“November is always the biggest month for eCommerce, and within the mobile context it’s getting even bigger every year—sales in 2021 grew 22% YoY. With the large increases in installs, sessions, and in-app revenue, it’s essential that marketers have a good overview of where their users are coming from and which campaigns are driving users that convert within the holiday context, and even offer LTV moving forward.”

The first opportunity is the increase in traffic and how to direct these audiences to your app, but hanging on to new users acquired during this busy period will improve performance throughout the entire year. Attribution and measurement are key in this equation because it’s the marketers who have the ability to make smart, fast decisions and remain agile that will be able to manage their data with confidence and ultimately drive growth.”

-Maxime Cotin, Partnership Manager, Adjust

[Bluecore](#) states that almost 60% of Black Friday sales in 2021 were **impulsive** rather than planned. As highlighted in the first chapter, though, it is more common to make an impulse purchase in brick-and-mortar stores than in digital experiences.

So how can apps maximize holiday impulse purchasing to drive up order value?

[Harvard Business Review](#) advises that online retail needs to focus on delivering a browsing experience closer to that of in-store shopping. However, given that the in-person shopper and the mobile shopper are often the same person (even at the same time) it makes more sense to create a complimentary experience rather than a competitive one. Mobile interfaces shouldn’t try to replicate the in-person experience, but that doesn’t mean they can’t take inspiration from tactics that work in store.



Use mobile doorbusters to drive holiday traffic:

Just as doorbusters deals can bring traffic to brick-and-mortar stores, items sold at a loss can attract shoppers to your app, but they’re even more effective when showcased in conjunction with other products you’d like to highlight for the season. Given the limitations of smartphone screens, it can be a challenge to display everything at once, which is where Stories can step in with the necessary added dimension, allowing you to **show shoppers more products** in less time and space than traditional scrolling formats.

● Trigger FOMO to encourage action

Seasonal campaigns are naturally restrained by an event, a deadline, or limited inventory. These confines on time or quantity push consumers to think faster, act faster, buy faster. Storyly clients also rely on countdown stickers to maximize this **sense of urgency for incredibly effective calls to action**. In fact, the CTRs (the actions of swiping up or clicking on the button to go to the product or campaign page) of Stories with a countdown sticker are roughly double the rates of Stories without one.

Inspirational use of countdowns:

Black Friday is a big day for eCommerce apps, and DeFacto's marketers knew that Stories could play a key role in putting together this best campaign for the holiday season. Through a four-hour campaign called "Hurry Up!", the shopping app positioned announcement stories in different parts of the app using Storyly instances.



The campaign utilized countdowns in Stories about the special deals offered, giving a sense of urgency and fear of missing out while embedded swipe-ups made sure that shoppers could add items to cart quickly and easily.

By utilizing these strategies made possible through Storyly Stories, DeFacto was able to achieve a 69% click-through rate for this campaign!

Another strategy for boosting the performance of in-app content is to encourage a social experience. By offering shareable promo codes on Stories for users to copy and send to friends and family, you can increase the reach of your discovery or offer page, while welcoming new customers through a trusted source. The act of sharing increases their likeliness to discover the product or offer page. **The Storyly data shows that the CTR of users who copy promo codes is 58% higher than the ones who don't.**



“How you position app and physical stores in response to each other is critical for special seasons. For acquisition and retention of app users, we create app-only offers that don't exist in stores, we make new collections available on the app first, these are rules of thumb. But the mobile app is also to keep the shopping going after the stores are closed. This is why we have evening campaigns offering better prices than the in-store ones during the day.

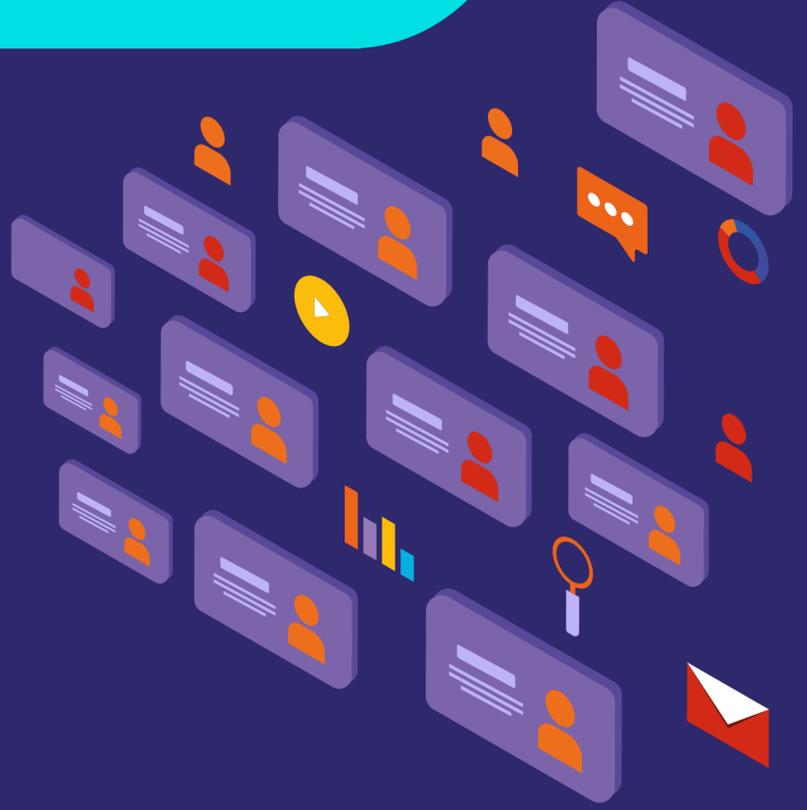
And to make the most of seasonal or limited-time-only campaigns, segmentation is crucial. This is how you communicate relevant products and offers with the right users.

On top, gamification can make the whole difference. Consumers respond better to the promo codes they win through raffles than the ones just given to them.”

-Gülsüm Tekin Yilmayan,
Senior App Campaign & Content Specialist, DeFacto



● Retaining users after the holidays



Increasing the average order value by enhancing the discovery experience during the prime sales time is just the first step. The bigger challenge is to continue the effect and overcome the post-holiday sales slump.

Once again, Stories are the perfect tool for the task at hand.

The “[2021 Mobile Shopping Apps Report](#)” prepared by App Annie, Liftoff, and poq states that users who engage with in-app stories visit the app over 60% more frequently than the ones who don't.

But what makes Stories so powerful?

- They are familiar.
- They are full-screen.
- They are interactive.
- They can be personalized.
- They are authentic.
- They are intuitive.



“The pivotal importance of storytelling is reflected in our collective consciousness as people. We love stories so much that we spend each night immersed in them. Our brains stay up all night telling us stories in the form of dreams. And so it follows that we also gravitate to the app companies that excel at storytelling.

Even better when those brand stories align with our life stages, personal contexts and where we are in the app adventure. Part of that context is impacted by seasons, holidays and even weather. But it doesn't have to be limiting. Smart marketers can deconstruct seasons into moments and elements with real staying power – and the power to keep our attention the whole year. Dating apps may be in demand during the summer when we're looking for vacation companionship or on Valentine's Day when love is top of mind. But there are also many moments, such as the run-up to family fests (like Thanksgiving in the US), when the right date to bring to dinner is a must. The goal should be pinpointing these moments and the stories your app advertising can amplify. It's a similar story for retail. Shoppers are always on – and they are always shopping. But creatively shaping your app story through marketing can lend a sense of urgency, even empathy, to seasons like the holidays.

I personally love the ad creatives that remind us we can give presents to a broader circle of significant others outside our family and close friends – during holidays and the whole year-round. Open the aperture of how you view seasonality, and you'll find the fit and narrative that helps your brand – and app story - stand apart from the rest.”

–Peggy Anne Salz,
Founder & Chief Analyst, MobileGroove

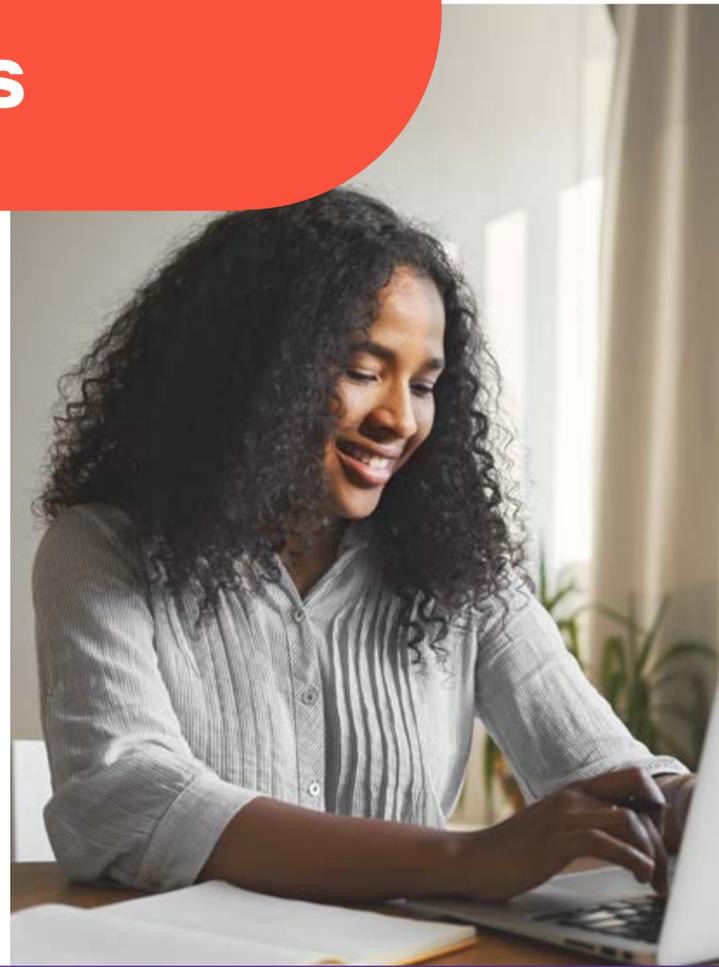


● Chapter 4

Creating Captivating
Content for Retail Apps

Actionable tips and inspirational examples

Thanks to their flexible nature, Storyly Stories can be placed anywhere within a shopping app, easily **integrating into the look and feel of the brand**. The Story format offers a dimensional content layer for audience communication perfect for highlighting featured products, advertising new collections, and launching campaigns.



"TV screens, computers, movie theaters... Until recently, we have seen horizontal screens and designs all around for a good reason: 16:9 is the most similar aspect ratio to the human's field of vision.

Mobile has been a true disruptor not only with a wealth of opportunities and changing behaviors but also in terms of design. We can't change how we see the world, at least without a tool, but we have to change how we represent it because mobile gives you a vertical canvas to work on, which is totally different from the earlier and standardized format.

Now that we are already living in the mobile-first age, it is not sufficient anymore to adapt any horizontal asset to smartphone sizes. Today, vertical full-screen content is of the essence, which gives the designer an opportunity to get creative and form an immersive experience."

Sencer Yalçın, Marketing Design Lead, Storyly

Here are some of our best tips for creating great Stories:

1. Let images and videos do the heavy lifting

Text should support your images and videos, not the other way around.

Keep all copy clear, short, and strong for maximum impact, using the fewest words necessary to convey your message and call to action. When pairing text and image, make sure the text is easily readable for your users by choosing simple fonts and high-contrast background colors.

● Storyly Tips

You can use GIPHY to add awesome GIFs on your stories.



2. Humanize your brand and products

They say a picture is worth a thousand words, but images can make a powerful emotional impact as well. Simple, high-quality photos that reflect your brand identity and address your target audience are made even more powerful when they help mobile users imagine the feel of enjoying your product. Images of people are especially effective for capturing user attention and humanizing your message. Use Stories featuring your products in a range of contexts with people and places that represent your brand voice can help spark your users' interest and drive desirability.

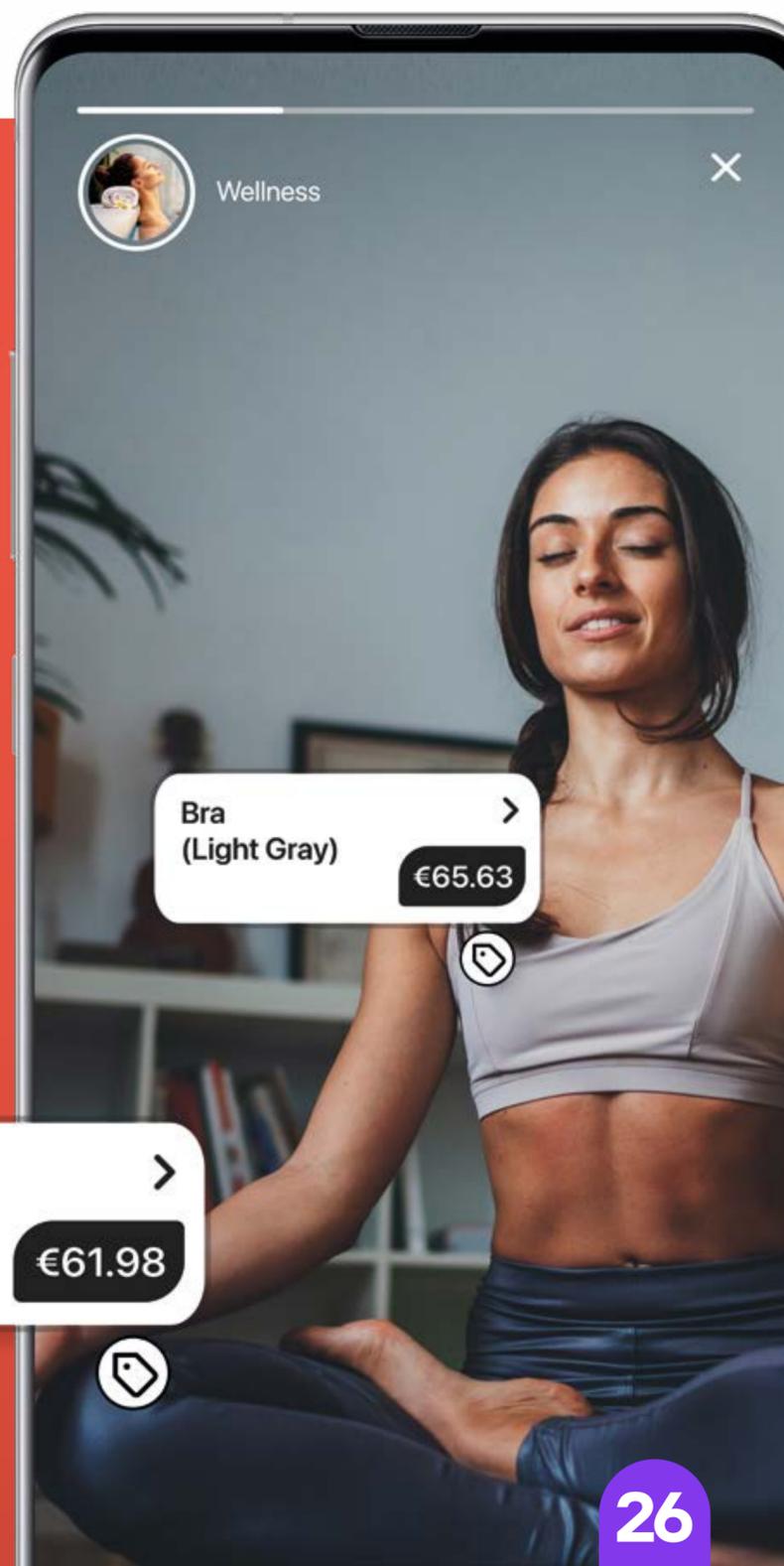
3. Pass the mic to influencers

Influencer marketing is a powerful technique for attracting new customers since they hear about your product from a platform they already trust and enjoy. Partnering with the right one can bring lots of high-value attention to your brand but their value can go beyond external validation! Influencer content can be repurposed into Stories that cultivate engagement, retention, and conversion for your existing audience.



● Storyly Tips

Use product tags to put your product in context and drive more sales.

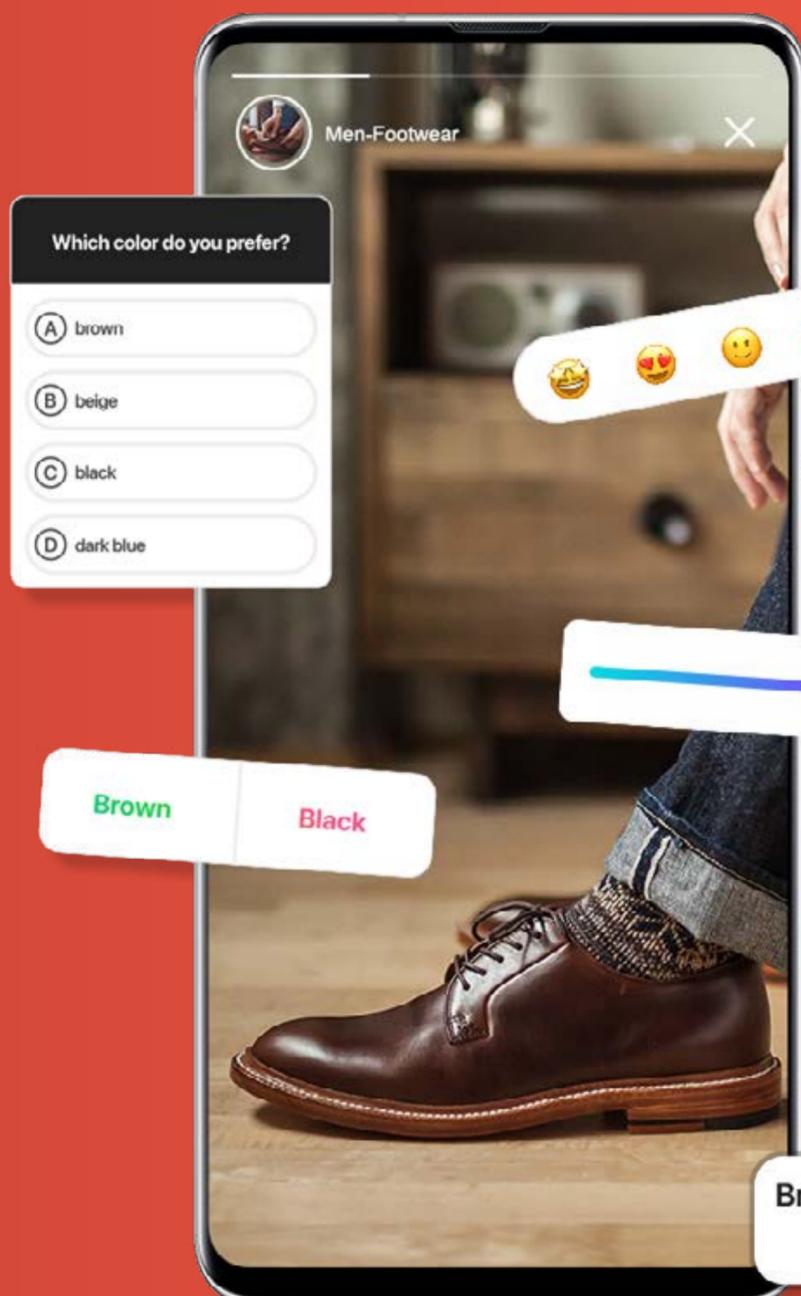


4. Build dialogue through interactive elements

Staying in touch with user sentiment is hard. Audiences want to build authentic connections with brands, but can easily become annoyed or turned off by overreaches and missteps. Interactive Story content is a perfect way to open a two-way dialogue with your users, and invite them to be part of your brand's community. Storyly's interactive stickers can achieve a 65% response rate which is 5 times higher than a classical in-app survey, arming you with valuable, actionable, first-party data and insights.

● Storyly Tips

Storyly has awesome interactive stickers from polls, quizzes, emoji sliders to open-ended comment stickers!





5. Prioritize dynamic content such as video

Users spend more time every year watching videos on mobile devices. A video-first content strategy that divides long narratives into snackable short-form videos is an excellent way to make the most of the Story format. Remember too, that Stories are mobile-native, so be sure to film and stream for a full-screen experience.

● Storyly Tips

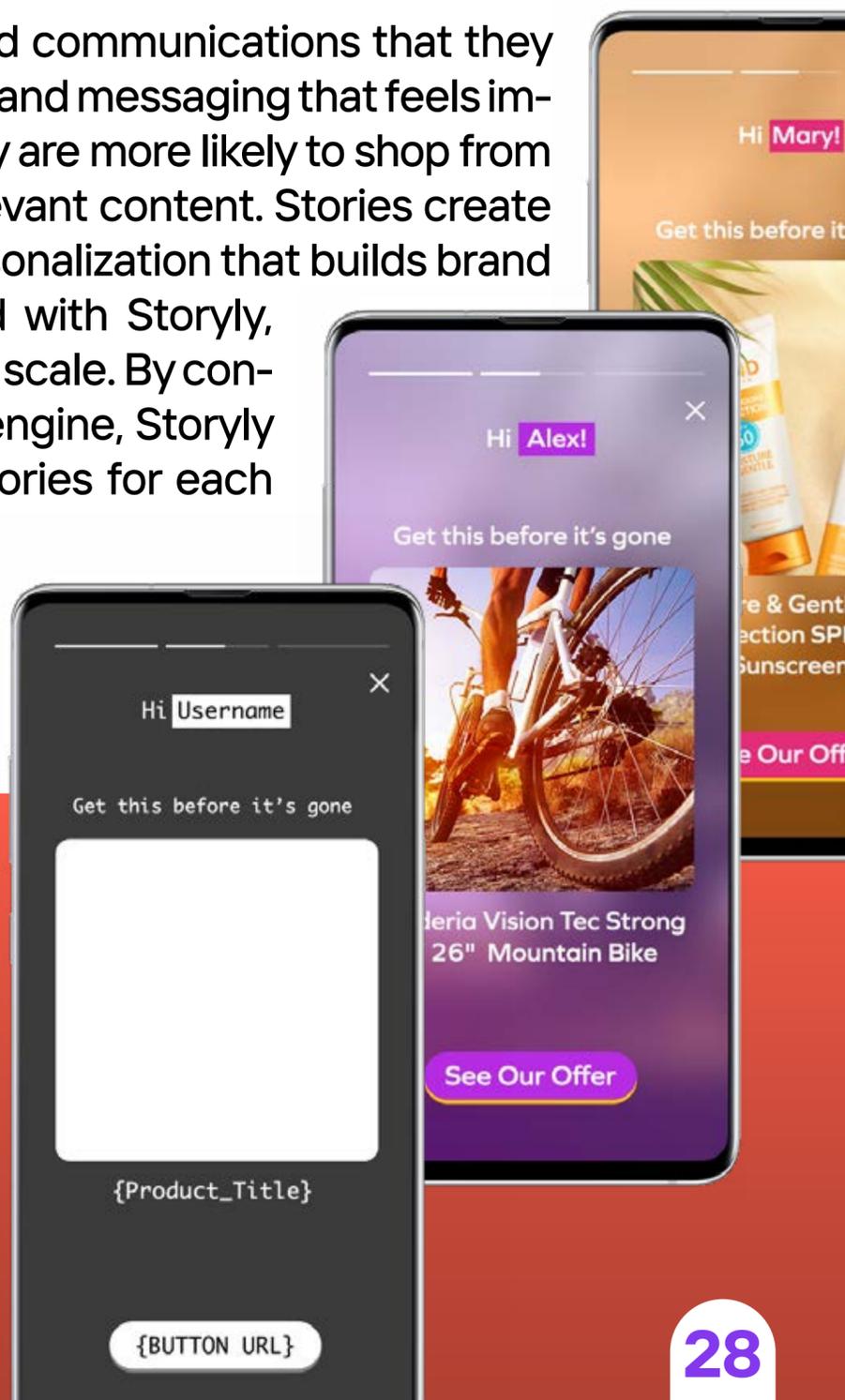
Do you know that Storyly has Video Story duration options? You can create your 15-second, 30-second, or 2-minute Video Stories.

6. Offer personalized content

Mobile users are so saturated with brand communications that they can be unresponsive to mass campaigns and messaging that feels impersonal. But [80%](#) of customers say they are more likely to shop from a brand that offers personalized and relevant content. Stories create a perfect opportunity for the kind of personalization that builds brand trust and meaningful relationships, and with Storyly, this high value content can be created at scale. By connecting your CRM or recommendation engine, Storyly Studio can automatically personalize Stories for each individual user based on name, location, or preferences!

● Storyly Tips

Storyly's personalization feature is so flexible that you can connect your own CRM, recommendation engine or engagement platform.





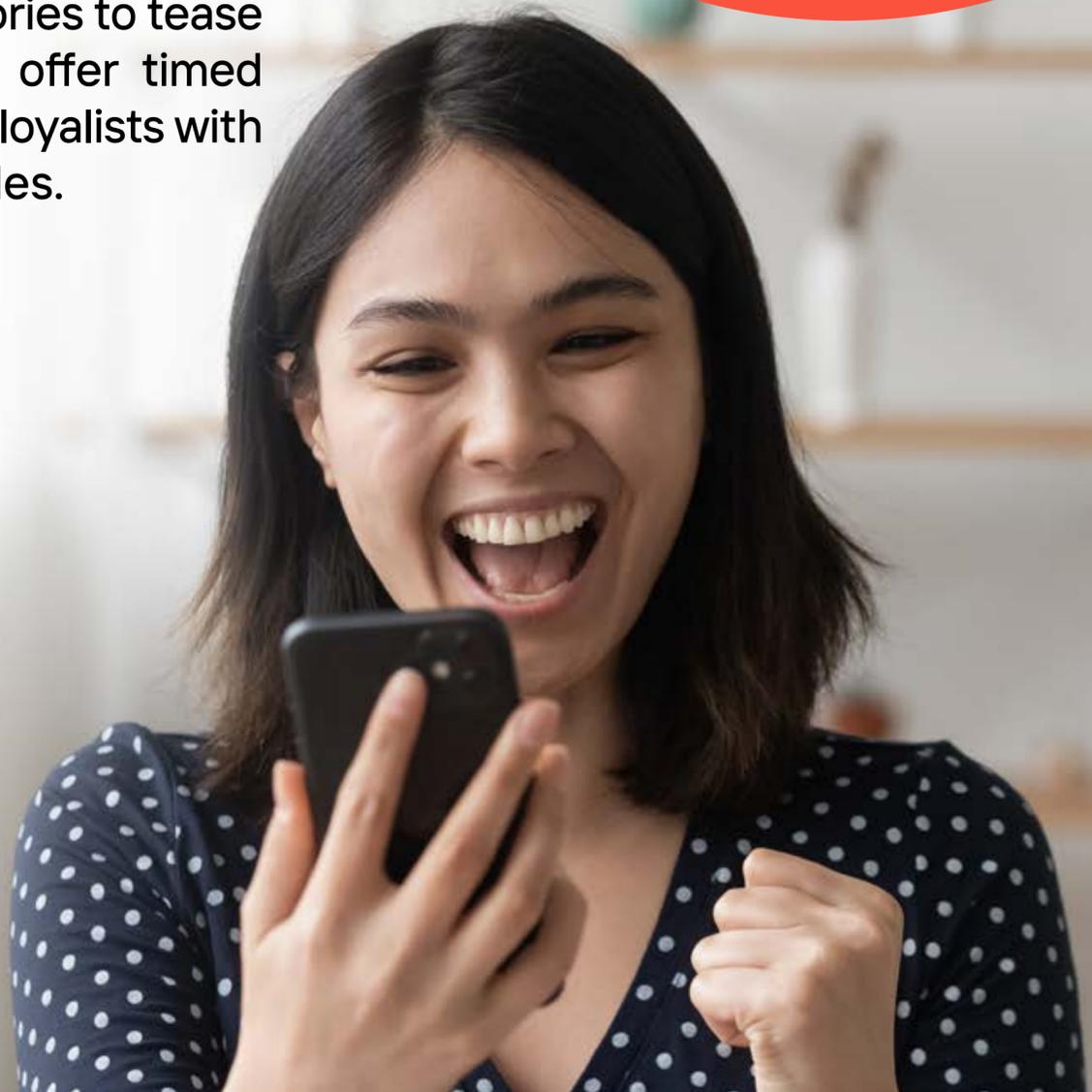
7. Gamify the mobile shopping experience

Part of what makes a game fun is the anticipation of reward, which can be measured in the brain as an increase in dopamine. The same can be said for the shopping experience, and this dopamine craving can be a powerful motivating force for shoppers. Gamifying the shopping experience is a natural enhancement of the joy of retail therapy and can make shopping even more fun and irresistible for your audience. Consider using Stories to tease product releases, offer timed deals, and reward loyalists with early access to sales.

Gamified shopping success

"Find the Surprise Coupon" by Dolap, the leading C2C marketplace in Turkey.

Dolap marketers created a promo code with 5 letters and published a story revealing one letter of the code every hour. This strategy encouraged users to visit the app five times throughout the day to discover all the letters in the coupon and earn a 20% discount. This Story group achieved a 185% increase in reach and a 200% increase in impression.



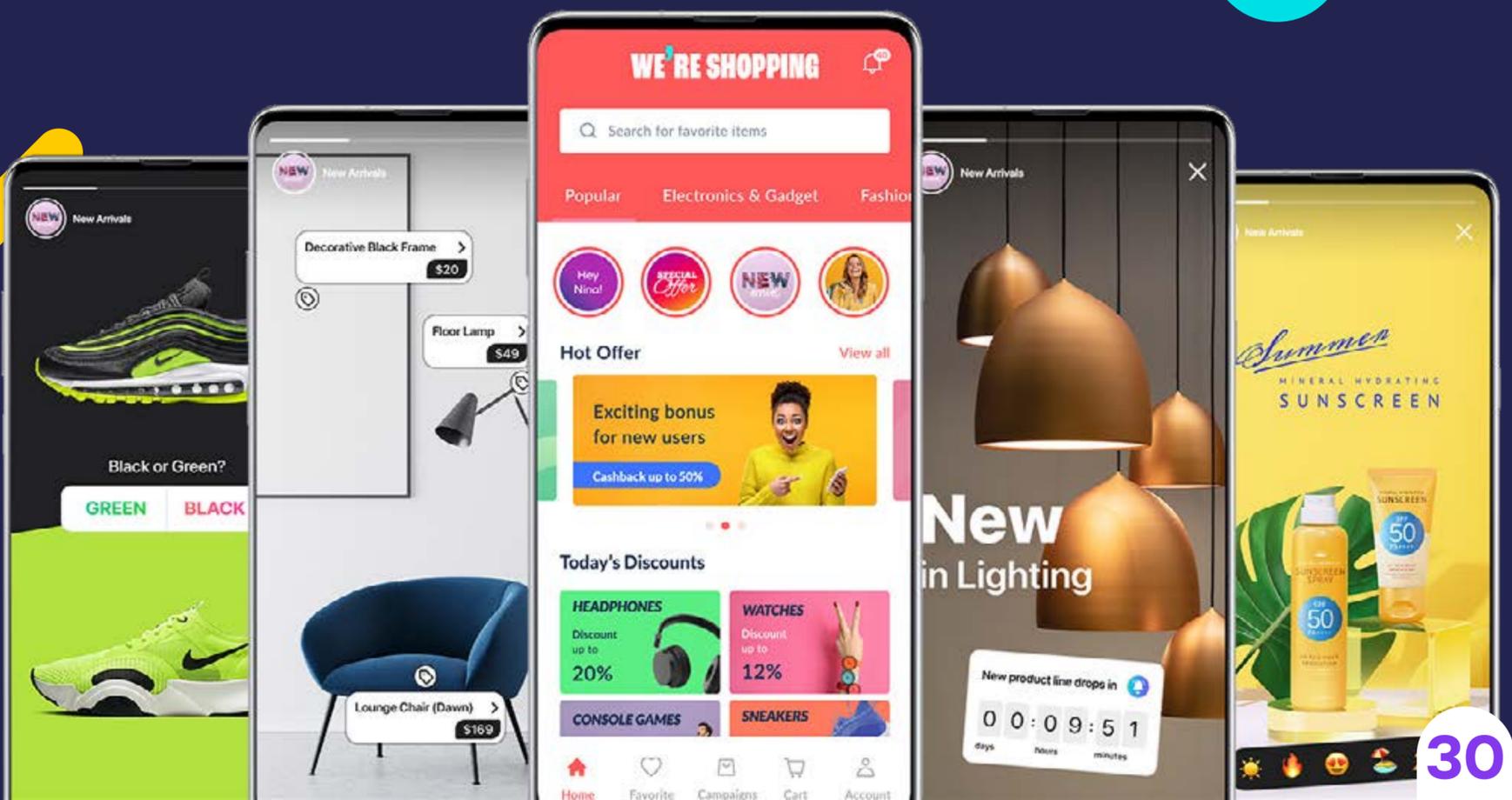
• Conclusion

Let's Wrap Up!

If the Covid-19 pandemic has taught us anything, it's that even the best informed predictions can be upset by anomalous events. The only way to be truly prepared for the unexpected is to focus on agility as a key business strategy. And that means empowering your marketing and communications teams with the latest technologies built for maintaining an authentic relationship with your audience.

As shopping habits continue to evolve, mobile users have incredibly high expectations for retail interfaces that meet their needs. Storyly offers the ability to meet those expectations with confidence, no matter how quickly they change.

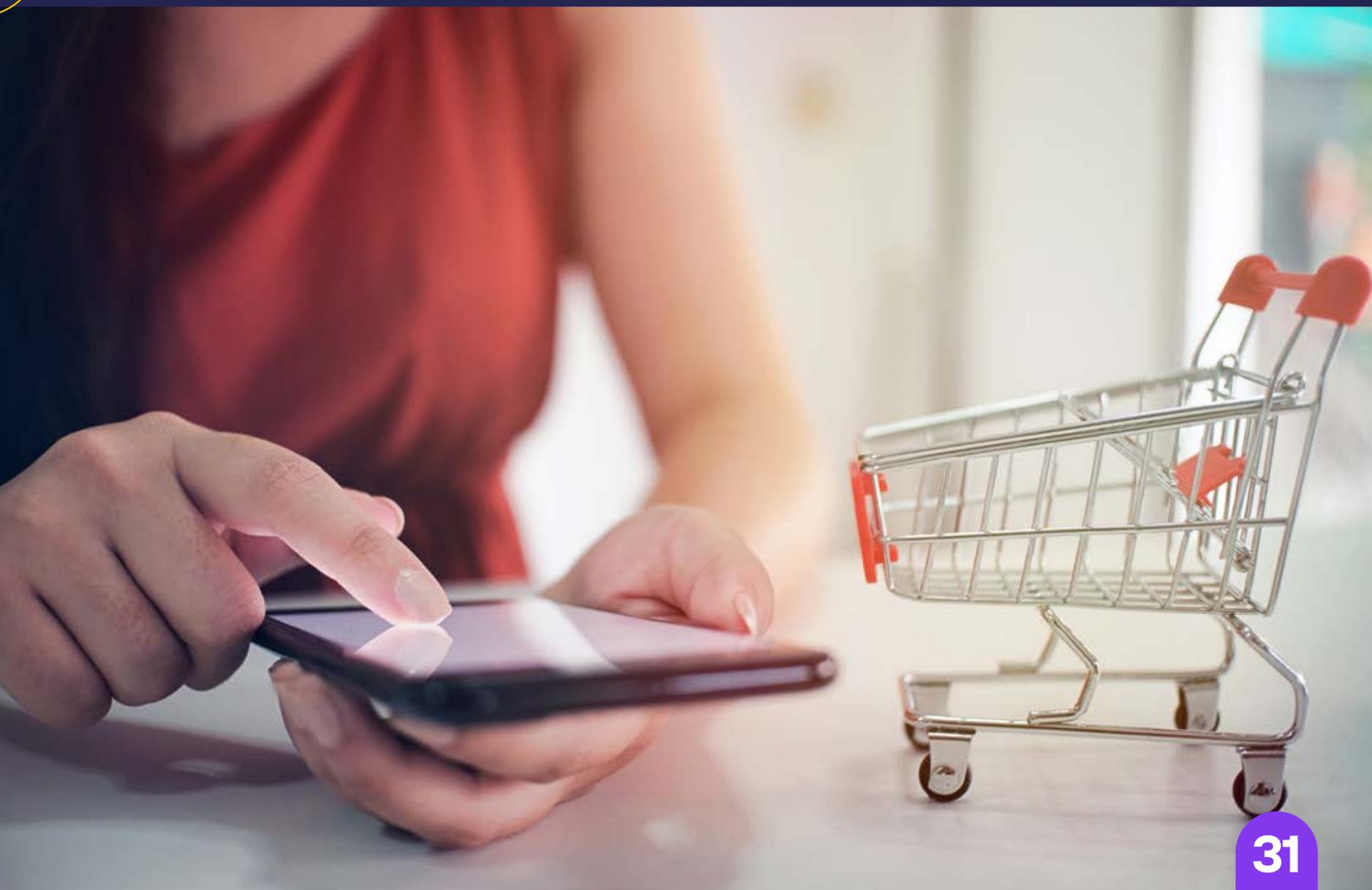
Designing an engaging user experience for mobile shoppers isn't just a smart business move for the moment, it's a wise investment in the future of your brand, and can position your business for resilience in future "unprecedented" times.



TL;DR?

Don't worry, we got you.

- **The mobile landscape changes quickly and consumer expectations change even faster. Rather than trying to predict the future, focus on flexible tools that increase your agility so you can meet the unexpected with confidence.**
- Stories create a dynamic, mobile-native content layer that increases engagement, boosts revenue, and builds brand trust through interactive elements. Enhancing your user experience with Stories is a surefire way to meet and exceed audience expectations.
- **Customer journeys are far from linear, and shoppers utilize both online and in-person resources to make purchasing decisions. An omnichannel approach is necessary to support shoppers' needs and guide them towards conversion.**
- Delivering the right content to the right audience at the right time is a triple win made much easier by gathering first-party data on audience needs and expectations, offering personalized user experiences, and making the most of retail trends. While a limited time offer or holiday may draw users to your app, a solid content strategy can keep them there. (Yep, Stories can help you do that.)
- **The strongest engagement strategy is still providing your audience with great content and lots of it. With Storyly Studio, you can create stunning Stories from dozens of customizable templates and even automate the process by connecting your CRM and social media channels.**



This **“The Guide to Delivering the Best Mobile Retail Experience in 2022”** e-book was prepared by Storyly with the contributions of esteemed professionals.

For any questions or comments,
you can contact us through:
www.storyly.io/contact

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