



Client success story.

Do you have an app? Partnerships can support it.

Mobile shopping, it's second nature.

Mobile phones have become integral to how we communicate and transact online. This can be largely attributed to the rise in mobile-first apps that have made the entire shopping experience accessible within the palm of your hand. Global shopping app downloads are forecasted to rise 9% this year, with a steady upward trajectory well into the future. Thus, for online retailers, providing consumers with a mobile app experience is an important consideration for customer engagement and acquisition, especially when it comes to targeting the growing population of generational digital natives.

However, tracking mobile app events is typically a manual, time-consuming initiative without the appropriate tracking infrastructure in place to capture consumer activity as they navigate from web-to-app and app-to-app via deep links.

Partnerize makes it simple for advertisers to incorporate mobile app events into their partner channel data with our SDK—mobile app event tracking that lets advertisers capture mobile app events driven by partners without slowing down the consumers' in-app experience.

THE ICONIC's entire offering is customer-centric, thus they strategically leverage partnerships to promote their products on the channels and devices their customers interact with most regularly, like their app. They introduced app tracking in August 2022, and the results have been exceptional.

Implementing app-tracking.

THE ICONIC has been with Partnerize since 2015. Upholding their customer-first strategy, over recent years THE ICONIC has leaned into the power of mobile shopping. Discovering that their app customers had a higher AOV, and were spending more frequently, they recognised a huge opportunity to better convert customers who shopped via their affiliate partners, by directing them to their app.



THE ICONIC



Mobile app partner AOV is
36.79%
more than desktop.

The results.

Since implementing app tracking in August 2022, THE ICONIC's sales have increased 41% as a result of the new capabilities. This new level of tracking has given them richer data, informing them how best to adjust their entire marketing mix, and invest in the right performance models, particularly in relation to affiliates. Moreover, it has reduced the tech and resourcing support to manually attribute orders, thus saving substantial overheads and subsequent bottom-line impact.

Furthermore, THE ICONIC cleverly diversified their partner mix in their app tracking rollout, strategically leveraging cashback and coupons partners with apps as their main volume drivers, whilst tapping into student and content partners to drive awareness messaging around the app-collaborations that would have been impossible without tracking infrastructure that supports mobile app optimization.

It's impressive to note that the majority of traffic is driven by mobile devices. For instance year to date, 61% of the overall traffic has come from mobile. While desktop still leads in conversions, mobile transactions account for nearly half of them, at 46%.

Moreover, the percentage of sales driven by partners with an app-centric focus is even higher, standing at almost 64% of total sales originating from mobile. This demonstrates how THE ICONIC has effectively capitalised on robust mobile traffic and leveraged app-centric partnerships to drive higher conversions and revenue growth.



A large yellow shape with a white speech bubble containing the text '64% of sales from our app-centric partner are driven by mobile.' The background features abstract geometric shapes in yellow and purple.

64%

**64% of sales from
our app-centric
partner are driven
by mobile.**

Key advice.

1. Observe how your partners operate within app journeys and their restrictions.
2. Understand if directing customers to your app in its current state is the best user experience.
3. Consider how you wish to phase the activity, for example - mass communication may result in a considerable uplift in sales and commission, and how your app can sustain it.
4. Not all partner types will deliver the same results, so understanding the role each partner plays across the funnel is important. Diversify your mix according to your app goals.
5. Ensure that consumers have the best possible experience with your content as they navigate from web-to-app and app-to-app via deep links.
6. Test and learn, with easy integration and support from Partnerize.

Learn more about maximising the benefits of your mobile app strategy [here](#) or speak to a human directly by getting in touch at contact@partnerize.com.