

Mobile wallets and Apps

A powerful duo for your marketing strategy.

Advantages of mobile wallets



High level of acceptance and use:

Native app on every smartphone

Retention rate: 90-95%



Fast implementation:

4-8 weeks implementation time

More cost efficient than app development



Increased reach:

3x greater reach compared to apps

Synergies between mobile wallets and apps

Complementarity instead of competition:

- Increases traffic to the app and generates higher usage frequency
- Promotes app installations through direct download links on Wallet cards
- If a customer owns both (wallet & app), the app is automatically preferred.



Targeted push notifications:

- Personalized approach through CRM systems
- Avoiding duplicate notifications

Targeted approach to different customer segments

- Separate approach to wallet users
- Preferential treatment of app users

Statistics about apps

5%

App download rate

Only 5% of the customer base download the app

10%

App retention rate

90% delete the app after three months or deactivate notifications

4-6

Apps in use

Daily use is limited to 4-6 apps

30-50%

Push opt-in rate

Only 30-50% of app users are opt-in for push notifications.

Examples of successful integration

Successful brands like these use the synergies between wallet and app.



The goal is to reach all customers who like your brand, but not enough to stay opt-in for push apps!

Brevo