



THE MOBILE WALLET

A NEW RELATIONSHIP CHANNEL TO INCREASE YOUR TURNOVER



Background to mobile usage

Mobile devices have turned us into augmented beings. It is an extension of our body, of our brain. It has become the central tool of our personal and sometimes professional lives. As the late Pierre-Emmanuel Cros said, with a mobile device “before our eyes a new civilization has probably been born”.

In France, they are unlocked on average **times/day**, touched **2617 times/day**, scrolled the equivalent of **1 km/day** and used in total for almost **40 days/year**.

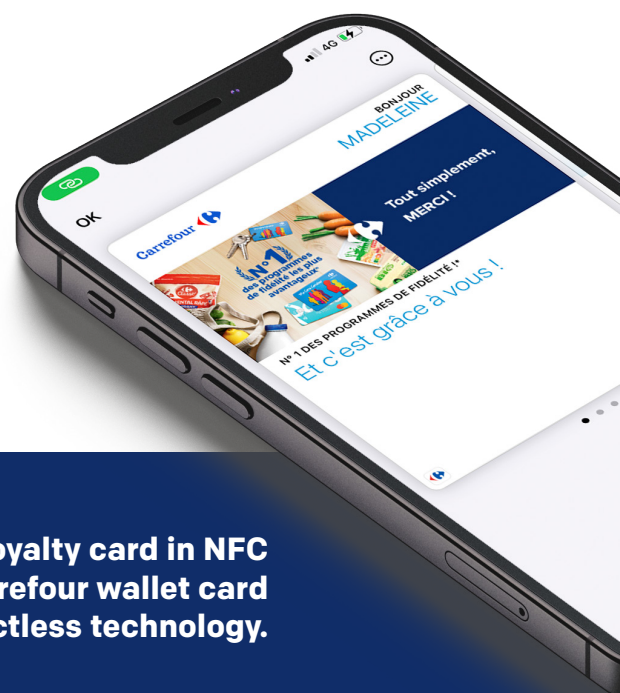
More than just a utility, it is at the center of our daily life, contacts, professional relationships, finances, management, travel, social life, etc.

Screens now attract the most attention and most brands are trying to find effective ways to engage their customers there.

A few years ago, apps were essential. After spending hundreds of thousands of dollars, even millions in some cases, it turns out that usage decreased very quickly. From the first to the 90th day, the retention rate decreases from **25% to 5%** of users.

The simple fact is that, **90% of users** remain focused on a maximum of **5 to 7 apps** on their phone. Typically messaging apps, social networks, transport, etc... but never that of a particular brand.

To overcome this difficulty in engaging customers on mobile devices, one type of usage is becoming more and more popular: **the dematerialization of marketing content in mobile wallets.**



Carrefour offers the dematerialization of its loyalty card in NFC format. Customers can therefore use their Carrefour wallet card using contactless technology.

But what are mobile wallets?

There are 2 types of mobile wallets:

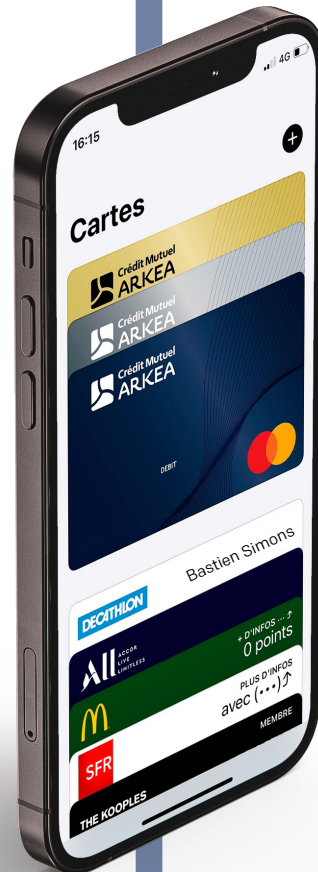
Third-party mobile wallets

These are downloadable applications which offer a multitude of services mainly around payment and increasingly around customer relations. To access them, the end customer must download them from the store, and the major features of each application vary from one to the other. Some are focused on payment while others mainly offer marketing services to users.

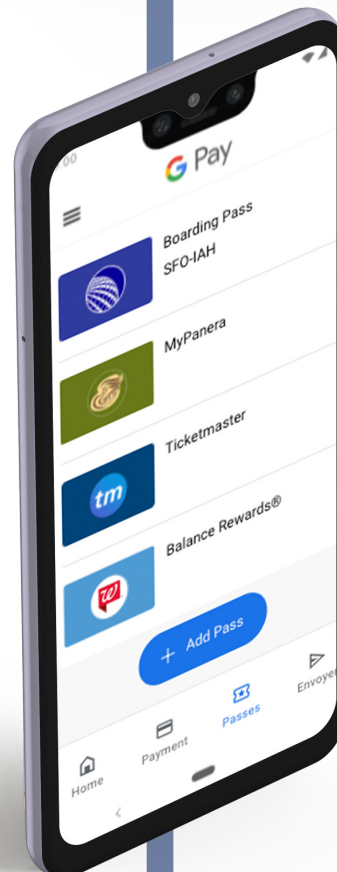
In France, the best-known applications of this type are Lyf, Fidme, Lydia, Stocard and PayPal

Native mobile wallets

These are the apps made available by the "operating system" (OS), namely Apple (iOS) and Google (Android). On Apple it is "Apple Wallet", now "Cards", and on Android it is "Google Pay". The wallets are native/pre-embedded, meaning that when you buy your phone, the wallets are already present on the phone.



The native wallet application, "Cards", on Apple



The native wallet application, "Google Pay", on Android

This characteristic has always been true for iOS (you can't even delete the application) and has been typically true for all Androids since early 2021.

So specifically, whether you are on Android or iOS, you have a wallet on your phone.

In this white paper, we will focus on the use and benefits of native mobile wallets. They are becoming more and more massive in terms of use throughout the world, and their impact on the relationship between brands and their customers no longer needs to be demonstrated.

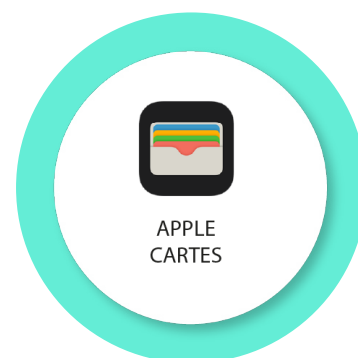
Native mobile wallets boost engagement

Mobile traffic is increasing, while engagement is stagnating

Mobile traffic has increased over the last decade to become the most viewed screen ahead of all others. Despite this, when the traffic occurs on mobile, brands struggle to engage their customers from the mobile device. **More than 57% of users abandon an app one month after downloading it. Three months later, this figure increases to 73%.**

In this context, native mobile wallets are increasingly interesting because they record much higher engagement rates than mobile applications. The wallet has a **70%** addition rate from an email and **90%** retention rate of the wallet card.

Their ease of use as well as their payment and content promotion functionalities make the wallet as the preferred point of interaction between consumers and brands.



Possible uses

Wallets are primarily used to dematerialize payment cards.

In just a few clicks, you can save your credit or debit card on your smartphone and pay with it in all stores that accept contactless and, best of all, without any payment limit. Smartphones are now ultra-secure terminals so there is no need to impose limits since payment will only be made after identification (FaceID, Touch ID, code).

Then, and this is what interests us, wallets allow any type of marketing media to be digitized as well (we will look at this below) in the form of a PASS.



The PASS

A PASS looks like a card and can be added to the Wallet app in just 2 clicks. It includes an image, text, links and, thanks to us (yes, us Captain Wallet), each PASS has the following characteristics that make it so valuable:

- Each PASS is personal and unique.
- A PASS is not static; it is dynamic. Content can be changed at any time (photo, link, text).
- It is possible to send push notifications based on each pass.
- These push notifications can be scheduled in time or space (geolocation).
- A PASS can be shared at will to promote viralization (sponsorship) OR it can be reserved for a single person.
- A PASS can be validated in store without impacting the checkout.

In short, a PASS is a relational channel on mobile devices.

It has all the advantages of an app without the disadvantages.

Promotion

The wallet initially allows all types of offers, discounts and coupons to be dematerialized on a customer's mobile device. And secondly it allows you to promote them using push notifications which are displayed directly on the customer's locked screen.

Just like an app, but without the customer having to download one!

Loyalty

Loyalty, one of the major challenges for brands. Increasingly difficult, with **increasingly demanding customers and increasingly numerous and agile competitors.**

For example, 60% of customers have a loyalty card that competes with their preferred loyalty card*.

In addition, **93%** of customers indicate they have at least one concern*:

- Too many emails **61%**
- Payment card **57%**
- Too many SMS **48%**
- Data being resold **45%**
- Useless card **41%**
- Hacking **36%**
- Too much mail **20%**
- Monitoring **18%**

In practice, digitalization of the loyalty program allows for simplification of exchanges, and above all, creation of a real customer experience.

Until now, **most brands have offered loyalty program elements via the connected space on the website** (for which customers never have the codes) or on the app (very rarely downloaded). This information is a debt that the brand owes to its customers. The wallet already makes it possible to simplify this fundamental step of the program: where am I regarding my relationship with the brand?

Today, the brand must revitalize the loyalty program with mobile wallets because it allows to:

- Update card content
- Send push notifications to mobile devices (promotional, loyalty program-related, transactional, event-based, etc.)



Notification from the Jules brand via the mobile wallet

Services

We are living in a post-covid era which has triggered a real change of habits. **Digitization has become a major issue for brands.** The transformation started slowly, with an ecological and practical objective, before becoming a rapid transformation with a health and essential objective.

Whether for e-reservations, Click & Collect, ticketing or access badges, everything is going paperless.

The wallet is the best storage space and allows you to kill two birds with one stone, since each dematerialized item subsequently becomes a communication vector.



Try the wallet experience



Clarins offers the dematerialization of an offer to the wallet from a Facebook advertisement

Acquisition

Whether online recruitment or at the point of sale, **the wallet is quite simply a new advertising format.** It is a complete change from traditional acquisition where retention rates are extremely low. In other words, yes we can collect an email address but the chances of converting into a purchase are very low. With the wallet, an advertisement seen on Facebook, for example, can be saved directly in the wallet. It may subsequently be subject to recalls by the brand.

Less media budget, greater retention, greater efficiency therefore a much better ROI.

Benefits of native wallets:

From a brand perspective:

- Create a new **proximity channel with its customers** directly on mobile devices, which is used for loyalty and promotion, but also services
- **A channel more adapted to mobile phones equals** a more innovative customer experience = very high retention **90%**
- **Differentiating channel** in a context of saturation of traditional channels:
 - **20 to 40%** less expensive than an SMS. The wallet replaces SMS and thus generates substantial budget savings while guaranteeing a better conversion rate. The wallet is the best tool on the market for ROI..
 - The wallet reach is **to 7x higher** than that of an app and **10x** more effective than an email
- **Direct impact on turnover** via purchase recurrence and average cart spend
- Take advantage of the audience generated by the Apple and Google ecosystem because Apple Wallet and Google Pay are at the heart of the journey and the strategy..





From the consumer perspective:

- You always have your card with you because you always have your mobile device with you.
- Frictionless process: in 2 clicks the card is on the mobile device.
- No space taken up: the app already exists, does not take up space and is dedicated to interactions with brands and payment.
- Premium and very simple customer experience that allows them to take advantage of offers and loyalty.
- Promotes contactless whether for payment or use of the loyalty card.
- Pushes a simple, direct, personalized and above all extremely effective reminder to trigger the act of purchase or brand preference.

A few figures

Mobile Wallet KPI



30%

the Wallet CTA which is one of the most clicked elements

90%

rate of card retention in the Wallet



70%

install rate of the card in the Wallet

A net increase in revenue



+15%

The value of customers carrying a Wallet card is greater than 15%

+15%

As of the first year, 15% of the database was walletized. DOUBLE the second year



A powerful marketing tool: results



X2

The wallet allows you to double the purchase frequency of wallet customers



+78%

The wallet boosts the revenue from customers carrying a wallet card by up to 78%



Captain Wallet

by Brevo



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START A DEMO



**Try the wallet
experience**



**Contact a wallet
expert**

More than 150 customers put their trust in us

