

## Tesco

An app for one of the largest loyalty programmes in Europe. Tesco's clubcard app increased basket values and conversion, and decreased communication costs.

**12 m**

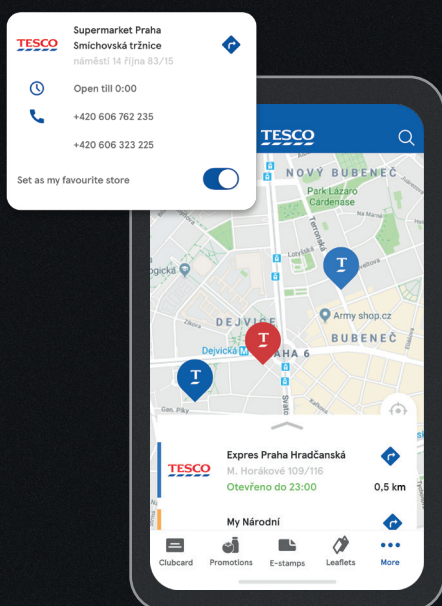
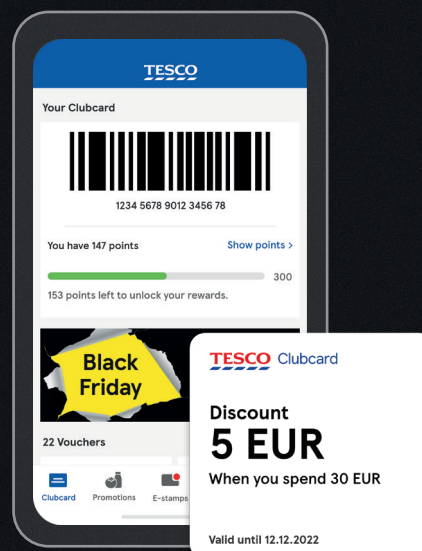
Push notifications per year

**25 %**

Push notification conversion rate

**3 x**

Increased spend through the app vs website



### The challenge

Loyalty programmes are crucial marketing tools, allowing businesses to gain valuable insights into people's shopping patterns, which can then be used to improve communication with different target segments or even with individual customers. It also allows retailers to provide personalised offers that boost customer retention and engagement.

And we didn't stop there. We also developed two internal applications: InformApp and Sorter, which focus on checking stock availability and specific items' locations in Tesco's physical stores.

### The solution

We developed a secure way to collect data directly from websites without the need for a mobile API. Our parsing algorithm provides all the features of the website and adjusts perfectly to fit all smart devices. Customers can find the best deals, make last-minute changes to orders, and shop thousands of products. Tesco apps can also create targeted push notifications for specific customers based on their individual shopping habits and preferences.

Due to the app's success, we also created solutions for Tesco's Clubcard programmes in Ireland, Thailand, Malaysia, the Czech Republic, Slovakia, Poland, and Hungary.



#### 50% decrease in marketing costs

Sending push notifications is a cost effective, personal way to communicate with customers, resulting in higher conversion rates.



#### Increased profits

Tesco's Clubcard app customers spend three times more than non-Clubcard customers.



#### Higher conversion rates

We sent over 12m push notifications per year, decreasing marketing costs and resulting in a 25% conversion rate.

### ... Testimonial

"They brought us a solution for a mobile application that streamlined our requirements in an ever-changing fast-paced market. We needed a flexible solution that was fast, secure and simple to use for our customers across multiple platforms. Without exception, they delivered over and beyond."

**Andrew Matheson**

**Service Delivery & Infrastructure Manager at Tesco Ireland**