

ADAMAPP

zellebrate

The world's most unique online marketplace, zellebrate is the first e-commerce platform to offer automatic cashback, and allow customers to blend online and offline shopping.

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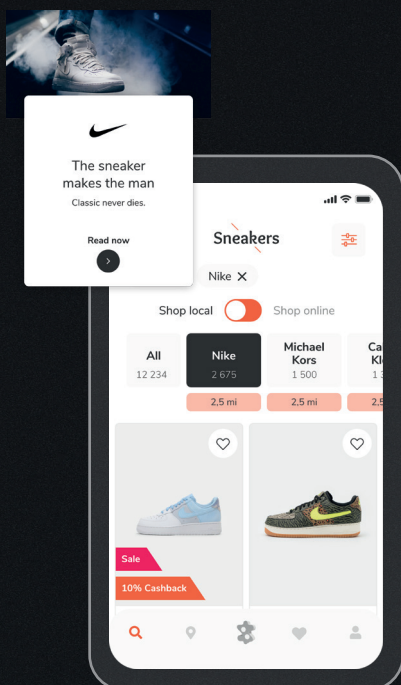
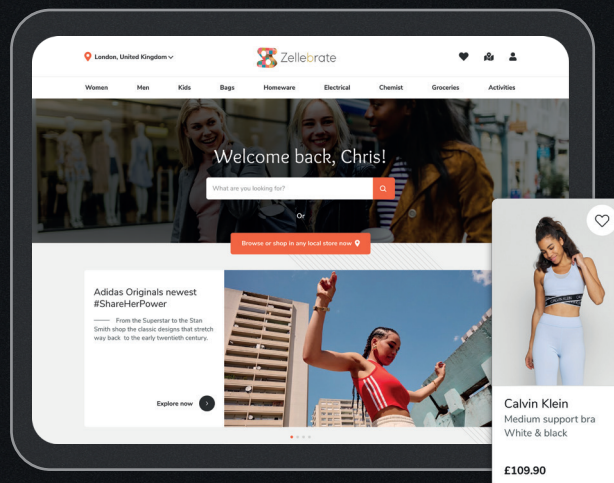
Products online

1000

Retailers

360

Degree shopping experience



The challenge

zellebrate wanted to create the world's first online marketplace to showcase products from both local real-world shops and online retailers, giving customers the widest possible choice.

The company also wanted people to benefit from deals and cashback no matter where or how they shopped - online or offline - and without any effort on the customer's part. This meant ADAMAPP would need to devise a system that could incorporate millions of products from thousands of retailers and allow customers to earn cashback automatically.

The solution

ADAMAPP worked closely with zellebrate from the beginning; helping with business development, UX and UI. As a start-up business, many of the ideas were innovative and required the development of new technology, plus integration with new tools and platforms, such as cashback integration, AR and hologram notifications. We created a multi-platform, omnichannel solution consisting of the main zellebrate website, Apple and Android apps, plus an easy website builder for local shops that don't already have an online presence.

ADAMAPP then incorporated all six million products, deals and offers across all platforms so that the customers' shopping experience continues seamlessly.



Augmented Reality Products

Our AR integration means customers can try on make-up online, reducing returns and increasing conversion.



Automatic Cashback

When customers register their cards with zellebrate they can automatically earn cashback or use deals at participating retailers.



Merging Online and Offline

Our complex geo-mapping allows zellebrate customers to switch between offline and online shopping seamlessly.

••• Testimonial

"I've never encountered such a professional and talented app building team. They've made the creation of our enormously complex retail app for the global marketplace look so easy it's a joy to behold. On time, on budget, aiming to please at all times ... I can't speak highly enough of Radek and crew."

Chris Russell

CEO & Co-founder at zellebrate