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REASONS

WHY BUSINESSES NEED MOBILE APPS



Customer Loyalty

When a business has a loyal customer base, it can more easily forecast short- and long-term growth. Businesses can boost customer loyalty with loyalty card programs, which customers can acquire and track on the app.



Marketing Programs

Apps are a convenient and cost-effective way to market your business.
With a new mobile app, you can quickly launch marketing campaigns with no upfront costs.



Convenient Online Shopping

Mobile app orders are on the rise, according to Statista. As users of mobile apps become more comfortable with purchasing expensive items, they are likely to prefer this channel over other forms of online shopping.



Enables an Omnichannel Approach

It allows customers to shop at any location, using any device. With mobile apps, it's easier than ever to check out and pay for your purchases.



Brand Awareness

Through push notifications, SMBs can reach all or subsets of users with news about product promotions and announcements. They can also target users based on location, past engagement history and other criteria.





website – www.tecziq.com

