



MOBIKUL MOBILE APPLICATION BUILDER

POWERED BY WEBKUL SOFTWARE

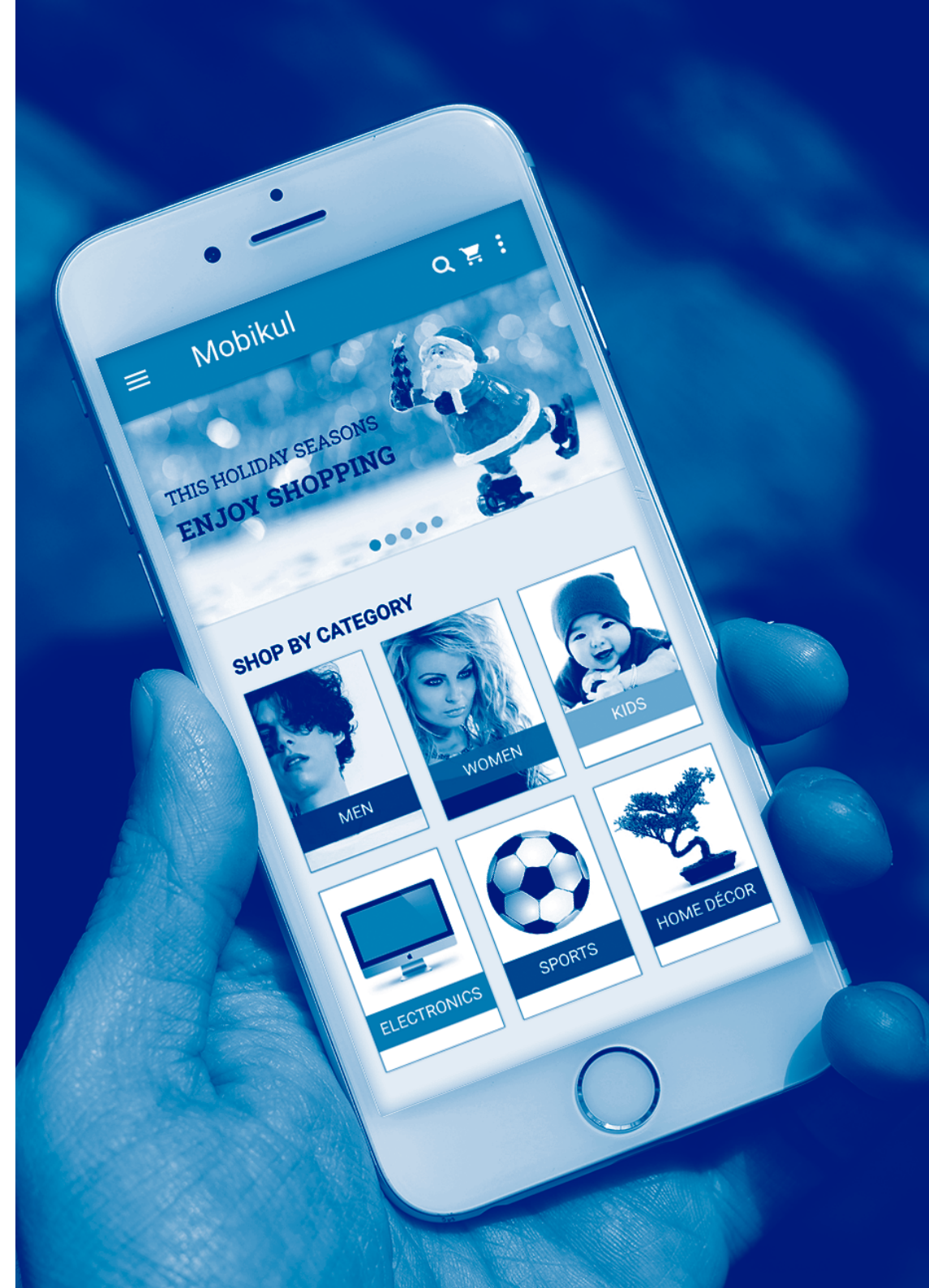
What is Mobikul ?

The MOBIKUL Mobile Application Builder will convert your Store/Marketplace into a Native Mobile Application, so that your customers can easily visit your Store on the go.

The Mobikul Mobile App Builder will provide the better user experience to your customers.

The best Mobile App for your store must have all the essential features and functionalities and the Mobikul does this work for you.

Mobikul Mobile App has lots of features and functionalities to engage the customers over the mobile platform.



Why The Shopping Trend Is Moving From The Web To App?

The mobile application is contributing a tremendous role to creating a competitive advantage for your eCommerce Store. The best mobile application can help you to create a competitive environment for your competitors. The major influence of a mobile application is that users prefer to spend more time on mobile devices as compared to the website.



Fastest Access

The mobile application provides your customers a faster & hassle free experience so that they can easily access your store.



Push Notification

It is the marketing strategy to engage your customers to your mobile store. It helps to increase the conversion rate of the products.



On a go Search

The mobile application helps your customers so that they can easily search and shop on the go. They don't need any laptop or desktop.



Easy Navigation

The mobile application with easy navigation provides a user friendly experience to the customers so that they can spend more time with the app.

Let's Compare Which One is Better Between Websites or Native Apps



Native Apps vs. Websites

Here are some advantages and disadvantages of Native apps and Websites.

NATIVE APPS

- Once you have installed the mobile app it gets saved in your device, so app will easily open any where
- Large scale or small scale beneficial for both type of businesses
- There is no need of a skilled customers. Buyers can see & check thousands of items on their cell phones.
- A single mobile apps works across different screen resolution devices

WEBSITES

- First should open a browser to go any website.
- Google SEO is a plus point of any website.
- Websites can be compatible with any older mobile device.
- Website are easy to maintain.



NATIVE APPS

- Mobile devices now have become necessary for any person in social and business life than computers
- Push notification is a plus point of mobile apps. Customer will connect easily and directly through a mobile device
- Internet connection is not always required for the native apps
- Easily available on Play store and iTunes store and no need to remember or type any URL for websites, products etc.

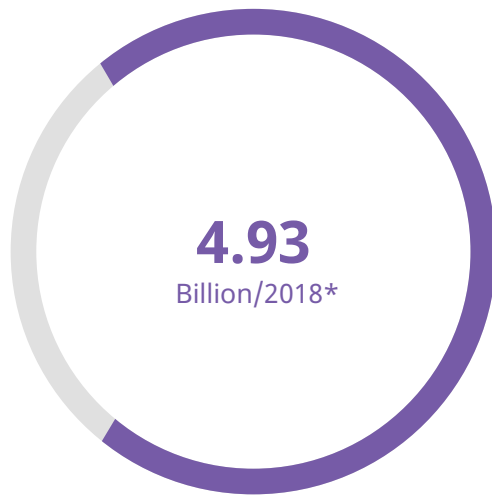
WEBSITES

- Websites need to be responsive to view properly on your Mobile browser or Desktop browser.
- Mass mail is the only way to do promotional activity.
- But for the websites internet connection is always required.
- Difficult to discover through the browser.

Mobile App Statistics Overview



Let's have an overview on Mobile App statistics.

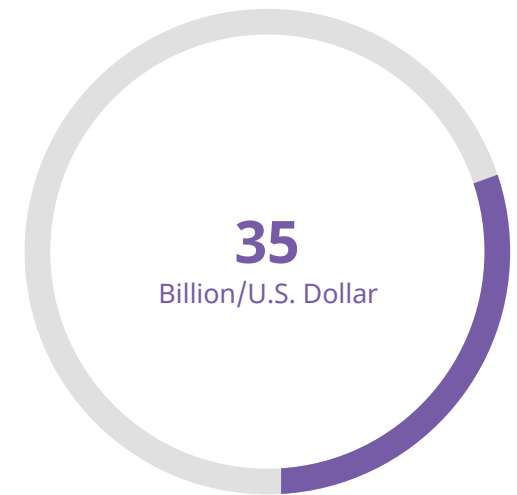
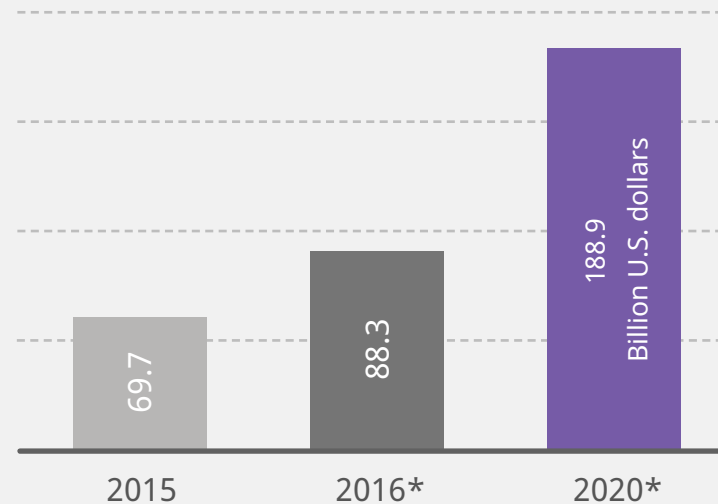


Worldwide Number of Mobile Phone Users in 2018

In 2013 number of mobile phone users were 4.1 billion. For 2018 the number of mobile phone users is forecast to reach 4.93 billion.

Worldwide Mobile App Revenues

In 2015, global mobile app revenues amounted to **69.7 billion U.S. dollars**. In 2020, mobile apps are projected to generate **188.9 billion U.S. dollars** in revenues via app stores and in-app advertising.



Global spending on mobile apps from 2012 to 2015

The worldwide spending on mobile apps were 16 billion in 2012 and it was increased about 35 billion U.S. dollars in 2015.

*Reference - statista.com



Note

The native mobile application is contributing a tremendous role to creating a competitive advantage for your eCommerce Store. The native mobile application is the way to enhance your business growth by targeting the maximum number of customers over the mobile platform.

As we all know that everyone can't afford the desktops or laptops but they can easily afford the smartphones. From the above comparison, we can say that the mobile application has a huge role towards the customer's engagement, increasing the sales, increasing the revenue etc.

Mobikul

The Complete Solution For eCommerce Growth

Let's Make It Out, How It Works

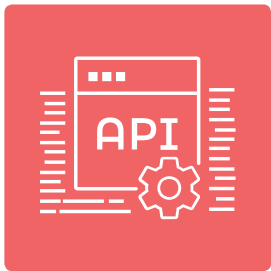


Just in 4 Steps

Convert e-commerce store into Mobile App



Create and Publish an App for your eCommerce Store in just few steps.



Step 1 - Create API Key

*The first step is to create the **API Key** for the mobile application from the store backend panel.*



Step 3 - Customize App and export APK/IPA

*We customize the app as per business needs and export in **.apk** or **.ipa** files.*



Step 2 - Configure App with API Credentials

*By using the **API credentials**, we will configure the mobile app with your web store.*



Step 4 - Publish App Mobile app

*After exporting the **.apk** & **.ipa** files, the app is ready to publish on **Google Play store** and **iTune store***

Available For Different eCommerce Frameworks



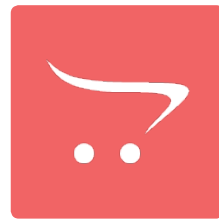
Mobikul App Builder is available for different eCommerce Frameworks & create fully Customized App as per as user-specific business needs.



Magento



Prestashop



Opencart



Cs-Cart

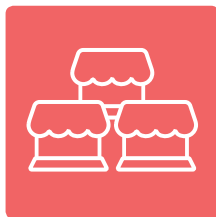


Magento2

Also, the Mobikul Mobile App Builder is available for both eCommerce Store as well as for Marketplace



Store



Marketplace

Mobikul Application Builder- Features



Mobikul Mobile App builder will provide the lots of features which will help to create a competitive advantage for your business



Mobile Login

User can easily Login the app account through their mobile number.



Social Login

The advantage of social logins can make the registration simpler & faster.

OTP



One Time Password

A secure way to protect your customers' account as well as their personal information



Related products

Related Products is available within the Single Product page. Related Products belong to the same Product Category.



Finger Print Login

In Mobikul Mobile Application Customer can easily login their account via fingerprint.



Order Tracking By Notification

This feature will notify the customers about their order status via push notifications.



Offline Mode

Now customers can view their previously visited products in offline mode.



Multi Lingual Support

Our Mobikul Mobile Application will support all the languages.



One Page Checkout

Reduce bounce rates by not sending the customer to different pages for the checkout procedure.



Tablet/Mobile Support

Mobikul Mobile Application supports both mobile as well as the tablets.



Open Code App

You can easily customize your application as per your need.



Interactive Dashboard

Dashboard contains various elements like recent order history, account info of the seller and reviews & ratings.



Various Shipping Supported

The Mobikul Mobile Application will support all the shipping methods of your e-Commerce Store.



Major Payment Gateways Supported

Supports various payment gateways which have been used by you in your e-Commerce site.



Sync between Mobile Application & Web Store

This feature is a must have feature in every Mobile Application to synchronize the Application with your Web Store.



Next/Previous Product View On Product Page

This feature allows the customers to view the next/previous product page without going back to category page.



Interactive Theme

You will get an interactive theme which will enhance your store's appearance.



Seller's Collection Page

Customer can also view the collection page of the sellers.



Push Notification

Admin can send promotional notification like sale, deals, festival-offers, new-product etc.



Voice Search

If your hands are busy in some task then you can easily search products by speaking the products name.



Marketplace Addons Supported

Mobikul Mobile Application will support all the addons of e-Commerce Marketplace.



Fully customizable features and functionality

You can edit everything like: application color, layout, page design, logo, etc as per your requirements.



Seller Locator Via Google Map

Customer can view the seller's location from there profile page via google map.



Enhanced Layered Navigation

Customer can easily search their products according to their requirements.



Marketplace Landing Page

Various categories, sellers and products are displayed in Marketplace Landing Page



All Types Of Product Supported

All types of product are supported like- Simple, Bundled, Grouped, Configurable, Downloadable and Virtual.



Customer can contact seller

Customer can ask any queries to the seller on the go and they don't need any desktop or laptop to contact the seller.



Seller can contact to admin

Seller can easily contact to the admin by using the app. They can easily ask their query or they can tell admin to approve any particular requests or quote on the go.



Separate SellerProfile page

Customer can view sellers profile page by this app.



Feedback and Review System with interactive star rating

The customers can review the seller and products with interactive star ratings.

Advantages Of Mobikul Application Builder



The Complete Solution For eCommerce Growth



The Mobikul Mobile App Builder is the complete solution for all the business requirements that you are looking for the mobile application.



Sales Channel Increase

The mobile app as a sales channel is contributing a great impact to increase the revenue. It is contributing more than half of sales towards the revenue.



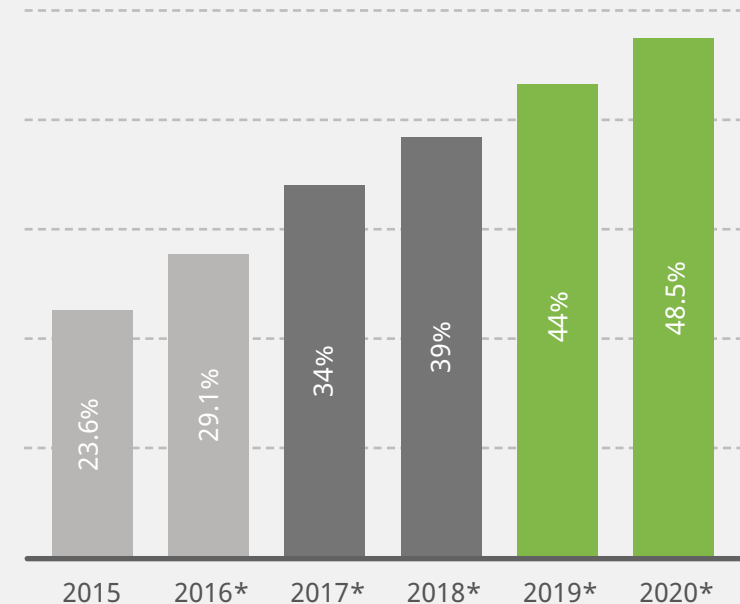
Increase B2C Transactions

Through the mobile app, you can target the maximum customers as well as sales and it leads to the maximum transactions over the mobile platforms.



Ease of Access

The mobile app is easy to access and easily available on Google Play & iTune store. The customers can install on their mobile phones and it creates a hassle free experience to access your store.



U.S. Mobile Retail Commerce Sales as Percentage of Retail e-Commerce Sales From 2015 - 2020

In 2015, 23.6% of all retail e-commerce was generated, In 2018, 39 % of all retail e-commerce is expected to be generated via Mobile Apps.

*Reference - statista.com



THANK YOU

Get Mobikul Mobile App Builder from

store.webkul.com

We're always here to help! Just visit our Website for more information

mobikul.com