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.
<table>
<thead>
<tr>
<th>NATIVE APPS</th>
<th>WEBSITES</th>
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<tbody>
<tr>
<td>Mobile devices now have become necessary for any person in social and business life than computers</td>
<td>Websites need to be responsive to view properly on your Mobile browser or Desktop browser.</td>
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<tr>
<td>Push notification is a plus point of mobile apps. Customer will connect easily and directly through a mobile device</td>
<td>Mass mail is the only way to do promotional activity.</td>
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<tr>
<td>Internet connection is not always require for the native apps</td>
<td>But for the websites internet connection is always required.</td>
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<tr>
<td>Easily available on Play store and iTune store and no need to remember or type any URL for websites, products etc.</td>
<td>Difficult to discover through the browser.</td>
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Mobile App Statistics Overview

Let’s have an overview on Mobile App statistics.

**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.

**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.

**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 2 - Configure App with API Credentials**
By using the API credentials, we will configure the mobile app with your web store.

**Step 3 - Customize App and export APK/IPA**
We customize the app as per business needs and export in .apk or .ipa files.

**Step 4 - Publish App Mobile app**
After exporting the .apk & .ipa files, the app is ready to publish on Google Play store and iTunes 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.

Available For Different eCommerce Frameworks

- Magento
- Magento2
- Prestashop
- Opencart
- Cs-Cart

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

- Store
- Marketplace
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.

**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.
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.

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.

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.

Tablet/Mobile Support
Mobikul Mobile Application supports both mobile as well as the tablets.
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.
Separate SellerProfile page
Customer can view sellers profile page by this app.

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.

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.

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