Using mobile apps in your college stores

Bring students to your campus store and keep them engaged using mobile applications.

**Undeniably, over the last decade, your students have changed the way they learn, eat, shop, communicate, socialize, and prioritize...more than they ever have before. Today's consumers, especially millennial college students, expect all shopping experiences to be similar to that of a general, major retail operation.**

Millennials have high expectations in two key areas: (1) omni-channel presence, in which they can interact with you via multiple sales and communication channels; and (2) loyalty programs, where they expect to get a personalized experience and a good deal.
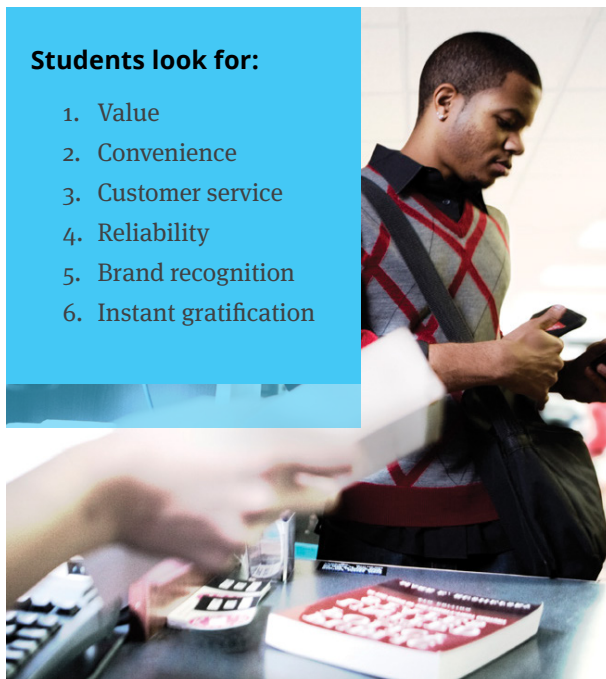
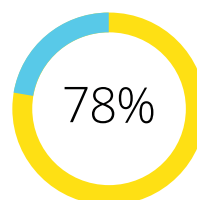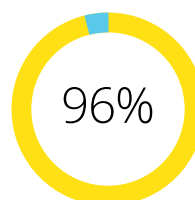# What today's student shoppers expect

Today students expect seamless engagement across multiple channels including brick and mortar experiences, user-friendly websites, mobile eCommerce, and social media engagements.
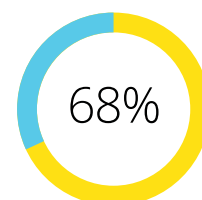
Loyalty programs

78%

78% view Loyalty Programs as a factor[1]

96%

96% of consumers use coupons[1]

68%

68% of consumers state that coupons generate loyalty[1]

More than nine in ten mobile coupon users will redeem a coupon or code via their mobile device for online or offline shopping in 2017[1]

2.2x

Millennials are 2.2 times more willing than boomers to pay a premium for products and services if they can also earn loyalty and reward points[2]

60 pts

60% redeem points through apps[2]

70%
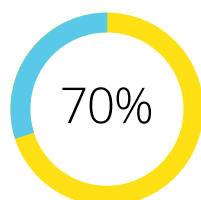
70% of consumers modify the when/where they purchase to maximize points[2]

59%
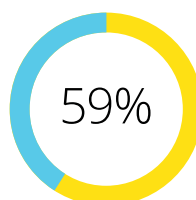
59% receive exclusive offers[1]

77%
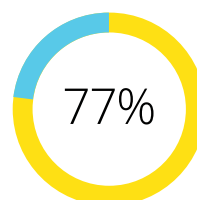
77% of smartphone users said mobile offers, such as surprise points or rewards, exclusive content and special birthday messaging, have a positive or very positive impact on their brand loyalty[1]
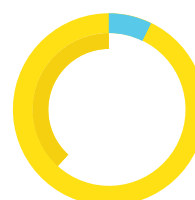
90% of Millennials share deals, 43% through social media[1]

69%

68.6% of students are "very likely" to tell others when a brand offers student discounts[1]

Why Shoppers Use Retail Mobile Apps While In-Store
(US, 2015)

Chart showing percentages by reason:
- To redeem in-store discounts: 29%
- To compare pricing: 25%
- To view a product's rating & reviews: 20%
- To find products: 18%
- To earn reward points: 14%
- To read about a product's features: 13%
- To order an out of stock item online: 12%
- To pay with the app: 5%

Source: Apptentive

Impact of mobile shopping compounds these expectations

In addition to increased expectations of personalization and loyalty programs, there is the significant impact of mobile shopping.
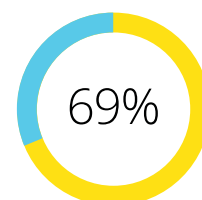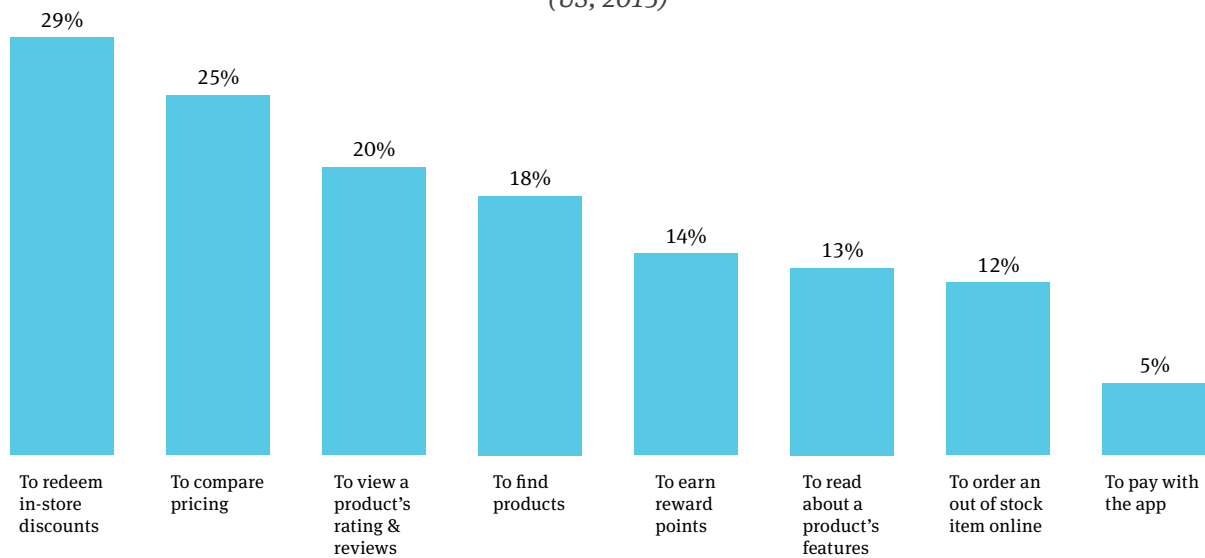
› Shopping app usage increased 80%
  » 88% of respondents use mobile shopping apps[3]
  » 61% use shopping apps at least once a month[3]
  » 26% are brand loyalists who use the app and shop in-store at least 7 times a month[3]
› Mobile spending increased 39% in '15[4]
› Mobile was 30% of e-Commerce in '15[4]
› Mobile was 57% of Black Friday e-com[5]
› 90% use mobile phone while shopping[6]
  » Price comparisons — 54%
  » Looking up product information — 48%
  » Checking reviews online — 42%
› 78% would use dedicated shopping app[7]
› Push notification open rates range between 47–80%[8]
› 88% would buy online, pick-up in store[9]

Offering a mobile shopping experience is crucial to meeting expectations

Today's millennials spend over four hours a day looking at their phone.[10] The average millennial switches focus between technology(ies) 27 times an hour. Reaching them where they already are (on their phone) is crucial to ensuring you meet today's student shoppers' expectations.

Here's how a dynamic mobile shopping engagement app can help increase store revenue and efficiencies, while also meeting your student shopper's expectations.

1. Offer a simplified and dynamic shopping experience
   » One-touch price comparison
   » Location -based advertising
   » In-store dynamic coupons
   » Express checkout options
2. Improve student loyalty with better engagement
3. Embrace "show-roomed" commissions
4. Enhance CRM opportunities with in-store shoppers
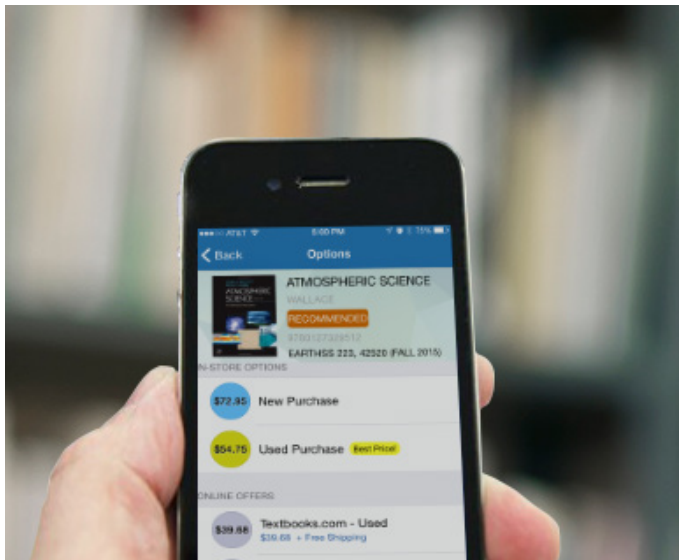
> **"Consumers who use digital devices while they shop in-store convert at a 20% higher rate than other shoppers. One-third of them also end up spending more in the store than they might have otherwise because of their digital interactions."**
>
> **Washington Post**

Getting started with mobile app technology

1. **Adapt to the student consumer and understand the needs of your students to determine where to start.**
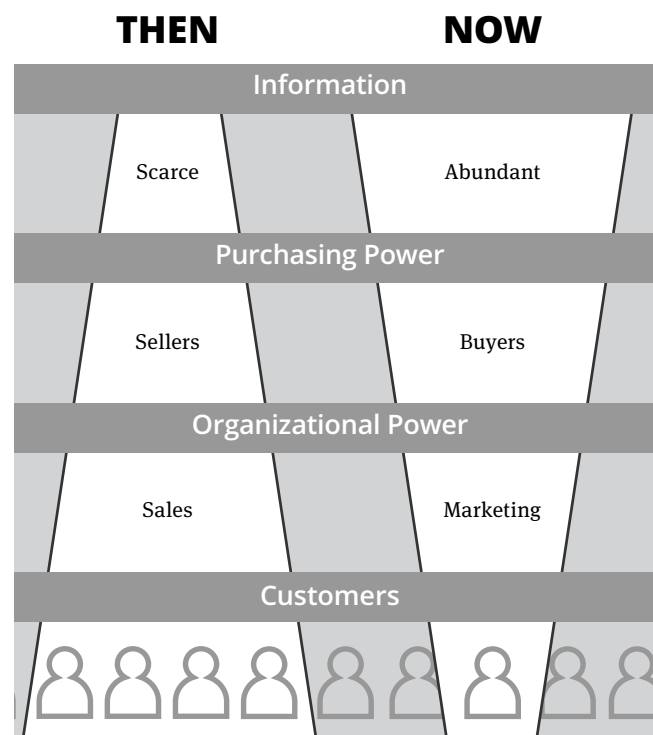
   It's our job to adapt to consumer demands, not the other way around. To keep up, campus stores must evolve with the marketplace and shoppers' demand for modern convenience.

2. **Prioritize mobile projects that will maximize revenue and continue to deliver massive mobile growth.**

3. **Once you've chosen mobile as a path, embrace competitive pricing and showrooming.**

   Allow and encourage shoppers to showroom, doing price comparisons on-the-spot. Use tools to confirm they are getting the best value with you, and offer incentives to complete the transaction in your store. One-third of those who say they planned to shop by smartphone say they will use their mobile phones to compare prices in a store. However, mobile security concerns are still an issue for 28% of those polled. That percentage of respondents says that privacy and security concerns will deter them from using a phone to shop and thus complete the purchase in-store.

Changes in buying

THEN	NOW
Information	
Scarce	Abundant
Purchasing Power	
Sellers	Buyers
Organizational Power	
Sales	Marketing
Customers	

http://www.slideshare.net/SocialChorusU/from-email-to-advocates-how-to-amplify-your-marketing-with-social-27705950

4. Choose a partner and technology that are proven.

Beacon technology is an innovative solution that successful stores such as Target, Macy's, Starbucks, and Walmart are already using.

How a beacon works

Beacons are small, battery-powered transmitters placed in store locations (or other physical locations, but for our purposes, we'll stay with the store example). These devices use Bluetooth Low Energy (BLE) wireless personal area network technology to transmit data packets over short distances at regular intervals, which are then discovered by smartphone applications and other devices.

Mobile apps installed on users' phones (and to which they've opted-in) sense these packets of data when they're near and react in pre-programmed ways (e.g. push notifications) based on the location of mobile devices.

In short, when students approach the store location, the mobile app senses the beacon and displays push notifications or other actions dictated by the store. These messages can be used to capture the shopper's attention as they go by; entice them to enter; and once inside, the app can provide personalized offers, speed checkout processes, and better engage the students.

Benefits of using a beacon

› Interactive/contextual marketing
› Cost effective and long-life function
› Installs without any wiring
› Data tracking is opt-in
› Android or iOS compatible
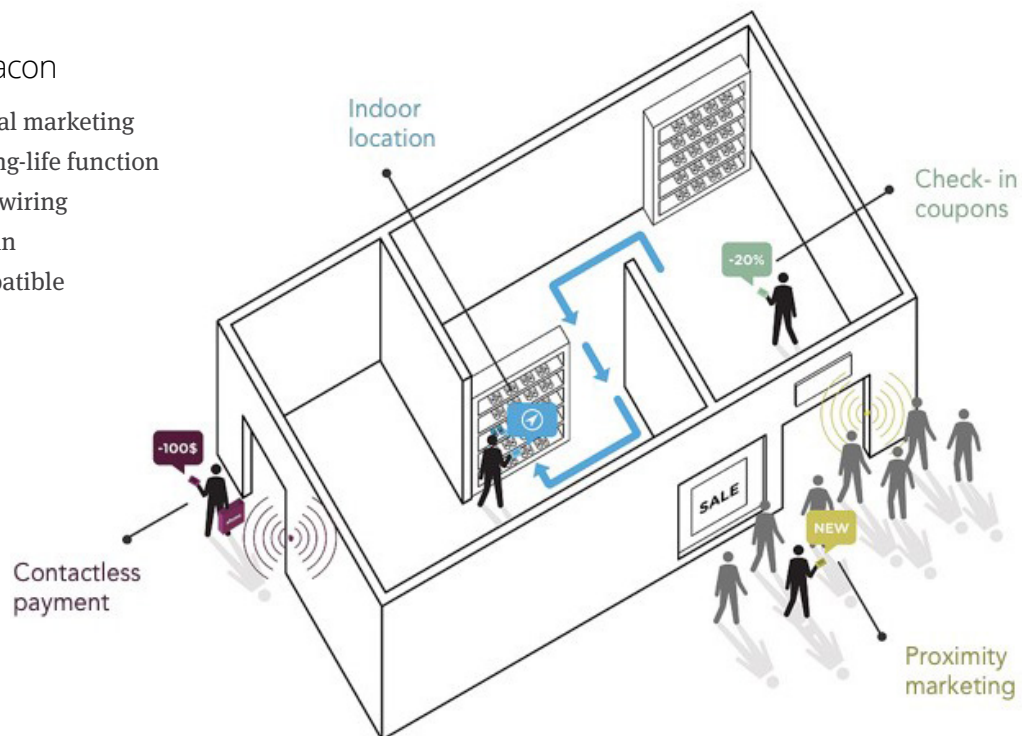
Selecting a proven partner

An example of an app that uses beacon technology via a partner who understands the nuances and specific needs of a college store is Traverse, an iOS and Android app from Blackboard Transact+Sequoia, that creates loyalty and revenue, while engaging students in your store with the goal of making shopping fun, easier, and more efficient.

Welcome
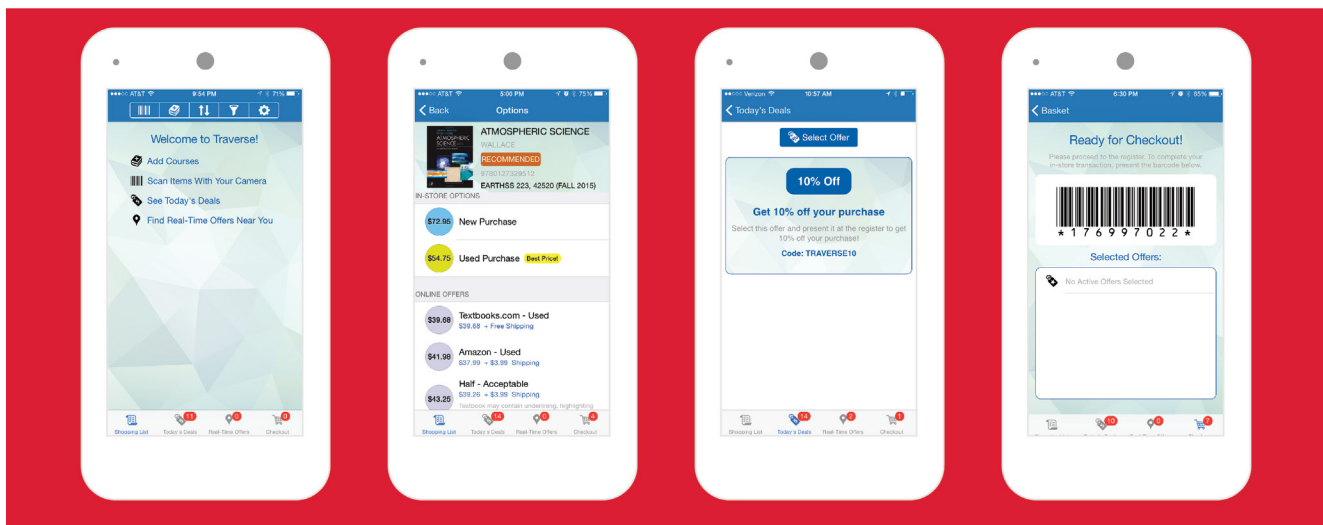Add course materials, see deals, and scan items.

Save
Get daily deals, coupons, and promotions exclusively available on the app.

Price Check
Choose from in-store and online purchase options.

Express Checkout
Faster and easier than waiting in long lines.

It's quick to implement and easy to use.

1. **Welcome**
   Students download the Traverse Mobile app, register for an account, select your store and load in their course materials.

2. **Save**
   When students enter your store, they are greeted with discounts, sales, and promotions via a push notification on their mobile phone using beacon technology.

3. **Price Check**
   Students begin shopping as usual, but use Traverse Mobile as a companion to price-compare textbooks (powered by Verba), see suggested items, use coupons exclusive to the Traverse Mobile app, and add items to their cart while shopping.

4. **Express Checkout**
   When finished, students take their basket of items to the Traverse Express Checkout Lane where they present a barcode that the Traverse Mobile app generates. Mobile device scanners are used to scan the barcode to complete the express checkout. Bag checkers double-check the student's shopping bags and the students are on their way.

How Traverse engages the mobile user:

› Finds shoppers where they browse
› Loads student's courses and books
› Shows best price
› Displays coupons
› Pushes daily deals and nearby offers
› Provides expedited checkout
› Provides a streamlined shopping experience

Using mobile to further engage your students and capture their attention in an ever-challenging retail environment is crucial in meeting growing expectations. Working with a partner who understands the unique college campus environment is the best way to get started.

Get more information.

Contact us now at transact.info@blackboard.com or visit www.blackboard.com/traverse for more information.

[1] http://blog.accessdevelopment.com/ultimate-collection-coupon-statistics

[2] http://blog.accessdevelopment.com/customer-loyalty-statistics-2016-edition

[3] http://www.businessinsider.com/why-consumers-use-apps-while-shopping-2015-8

[4] https://www.internetretailer.com/2015/08/18/mobile-commerce-now-30-all- us-e-commerce

[5] http://www.practicalecommerce.com/articles/94777-Sales-Report-2015-Thanksgiving-Day-Black-Friday-Cyber-Monday

[6] http://marketingland.com/survey-90-percent-of-retail-shoppers-use-smartphones-in-stores-135759

[7] http://www.businessofapps.com/78-of-millennials-will-use-a-mobile-shopping-app-this-year

[8] http://blog.thanx.com/push-notification-open-rate-statistics-50-80

[9] http://upstreamcommerce.com/blog/2014/08/01/88-shoppers-webroom-i-e-research-online-buy-stores

[10] http://www.emarketer.com/Article/Do-Millennials-Ever-Put-Down-Their-Mobiles/1012210

Blackboard.com/traverse