

Shopkick

The app that reinvents in-store rewards



The Client

With over 7.5 million users, shopkick is one of the most popular shopping apps in the world. The shopkick app is designed to reward users with “kicks” for discovering the best products at major retail locations. Their retail partners include Macy’s, Old Navy, Best Buy, JCPenney, Crate & Barrel, Sports Authority and Target; and their brand partners include P&G, Kraft and L’Oreal, among many others.



Starting Point

Leverage the smartphone to enhance the brick and mortar retail experience

The founding team at shopkick believes that mobile has become the most important marketing medium for brick and mortar retailers. The smartphone provides a new and necessary opportunity for retailers to add rewarding, interactive experiences to their stores. The role of stores has changed due to online and mobile shopping, and in this new ecosystem, brick and mortar retailers have to embrace mobile technology as a means of remaining relevant. The team at shopkick sought to help retailers personalize the shopping experience, to create additional incentives to shop in-store and to make shopping in the physical world wonderful again.

www.shopkick.com

Industry: Retail

Use Case: Loyalty and Rewards



Cyriac Roeding
CEO, shopkick

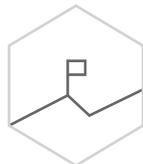
“ Scandit’s technology allows shopkick to reward shoppers just for interacting with products – and our partners reap the benefits: a proven increase in sales as a result of product interactions.”



Vision

Build an app that rewards shoppers for the shopping they already do

The goal was to build an app that would reward shoppers for the shopping they already do. The app would also serve to create a communication channel between consumers and brands, which was traditionally impossible. Another unique aspect of the shopkick app would be the ability to bridge a consumer's shopping experience from "couch to store," educating shoppers on products prior to their shopping and then incenting them to interact with those products in-store.



Solution

In-store product interaction through camera-based barcode scanning

The addition of a camera-based barcode scanner ensured that shopkick could verify when a consumer actually engaged with a product in-store. This information is incredibly valuable to both brands and retailers - they are now able to recognize that someone has picked up their product and has it in hand. By using the mobile channel and Scandit's technology, shopkick was able to connect the consumer to the brand's messaging and close the loop with engagement at physical retail. The dialogue with the consumer begins at home on the phone and continues through their shopping trip all the way to the shelf.



The Results

One of the most engaging and popular shopping apps in the country

The shopkick app quickly rose to become one of the most used and popular shopping apps in the country. By rewarding shoppers who scan items in-store, shopkick's brand partners have benefited from incremental sales. In 2013 Nielsen identified shopkick as the most used and the 4th most popular shopping app in the United States. The addition of an in-app barcode scanner provided the mechanism to reward shoppers for their engagement.

Want to learn more about how Scandit can help you develop a customer loyalty and rewards solution?

Contact one of our team members today at info@scandit.com
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About Scandit

Scandit delivers high performance mobile solutions for smartphones, tablets and wearables, designed to transform consumer engagement and operational efficiency for today's forward-looking enterprises. Scandit solutions are built on its patented software-based barcode scanner and are used in a variety of industries including retail, manufacturing and logistics. With more than 15,000 licensees in 80 countries, Scandit processes hundreds of millions of scans per year and develops enterprise-grade solutions for many of the world's most prestigious brands.



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