

THE FUTURE OF RETAIL

YOU·APPI

STORES ARE

CLOSING

AT RECORD PACE



AS MANY AS 2,000 STORES combined may still need to be closed from retailers including JC Penney, Macy's, Gap, Ascena Retail Group and others.

Retailers including Macy's and Penney may need to accelerate their store-closing targets.

Cowen & Co. Research Report, April 2017



Mobile is the New Shopping Assistant

45% of shopping trips include mobile

Facebook IQ study of US internet users, September 2015



Transparency is causing the race to the bottom

Savvy shoppers can now research prices and find the best deal which is crushing retailers margins.

“ Nearly three-fifths of the retailers now believe real-time “DYNAMIC PRICING” is more effective than price matching ”

Retail Systems Research, March 2017

Consumers are focusing on purchasing via digital methods, which is the wave of the future

2:25



In 2017, the average US adult will spend 2 hours, 25 minutes per day using mobile apps.

84.9%



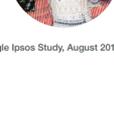
Mobile apps will account for 84.9% of total mobile time spent, with mobile web browsing making up the remainder.

19.9%

Time spent with mobile apps will reach 19.9% of average daily total media time this year.



Teens are mobile natives and are moving from shopping on desktop computers to shopping on their phones.



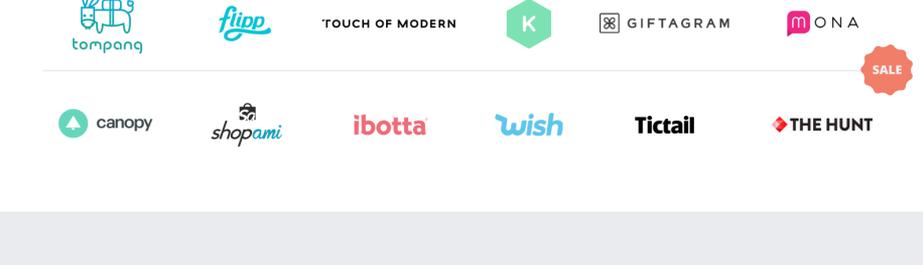
Google Ipsos Study, August 2016



Teens are the only age group that say ads influence their perception of “cool” products.

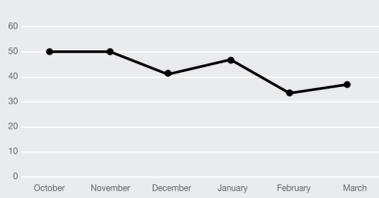
Shopping Deal Apps Exploding

Millennials and GenZ are looking to shop quick, grab an awesome deal, or browse goods like you navigate Pinterest.

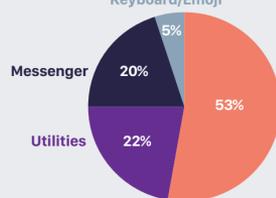


TopHatter Selects YouAppi to Acquire Profitable Users

CPA



Top 4 Verticals for Paying Users

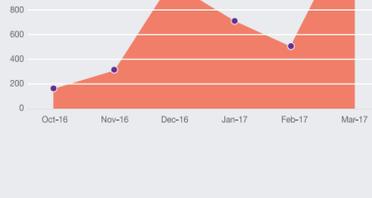


To make user acquisition both precise and cost-effective for TopHatter, YouAppi is able to deliver users according to their Cost for First Purchase KPI, ensuring that TopHatter is acquiring profitable users. YouAppi delivers new users for TopHatter predominantly through Video apps as well as Utility apps, Messenger apps, Keyboard/Emoji apps.

Installs



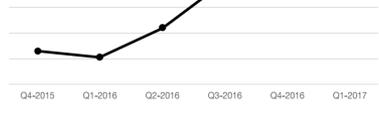
First Payment



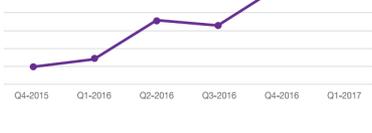
YouAppi, a leading mobile growth marketing platform for premium brands, today announced a new research showing that retail is going mobile.

The Future of Retail - Shopping Apps

Shopping App Installs: Q4 2015 - Q1 2017 Global

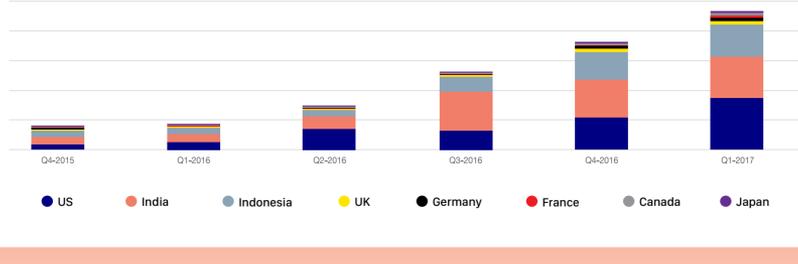


Shopping App Installs: Q4 2015 - Q1 2017 United States



YouAppi is seeing growth in Shopping Apps around the world. Though commerce usually decreases in Q1 from Q4, Shopping App Installs accelerated in Q1 2017 (vs. Q4 2016) globally as well as in key markets including the US, UK, Germany, France, Canada and Japan.

Shopping App Install Comparison: Q4 2015 - Q1 2017



Mobile Advertising in Retail - Why it works, focus on Video!

\$215 billion

Global mobile ad spend is predicted to increase to \$215bn (£172bn), or 72 percent of the total digital budget, by 2021

Magna Advertising Forecast, December 2016

85%

More than 85% of time spent on mobile is in-app.

eMarketer's September 2016



VIDEO IS A HUGE GROWTH AREA. Everybody loves video – it does the job, it engages, it's the best way to tell a story, it's the best way to invoke emotions.

50%

50% of all online time – mobile and desktop – is spent in-app on smartphones, compared to 32 percent on desktop, in the US.

comScore, July 2016

Tips to Optimize the Retail Experience

In-Store

Integration with Inventory Management Systems

In Store Pickup

1-2 Day Shipping

Digital

Reduce friction in the path to purchase

Functional in-app search

Use one-time password

Make customers' lives more convenient

Make shopping trips quick and easy

Integrate your rewards program

Create a seamless omni-channel customer experiences

Create an omni-channel shopping bag

Consolidate the digital experience

YOU·APPI

is a Growth Marketing Platform for Mobile Brands, Converting Data into Profitable Users

youappi.com