



SPEEDCO

Accelerates Store Traffic with Updated Mobile App

CHALLENGE

- Insufficient functionality of current app reported by customers
- Lacking resources needed to update and maintain current app
- Stagnant app downloads

SOLUTION

Re-evaluate mobile strategy and update mobile app to provide drivers a tool to access store promotions, location information and navigation

APPROACH

- Review app ratings and reviews to determine key functionality updates valued by drivers
- Research best tool for must-have features (e.g. driver navigation)
- Design and launch updated app and promote through cross-channel communications (social media, satellite radio, email, etc.)
- Establish KPIs and deliver monthly report of outcomes including app downloads, active old apps and crash rate

OUTCOMES

+244%

APP STORE DOWNLOADS IN 6 MOS.

+479%

GOOGLE PLAY DOWNLOADS IN 6 MOS.

133%

CONVERSION RATE ON IOS IN 6 MOS.

74%

CONVERSION RATE ON ANDROID IN 6 MOS.

-47%

COMBINED ACTIVE OLD APPS IN 6 MOS.



APP RATING UP FROM 1 STAR IN 6 MOS.