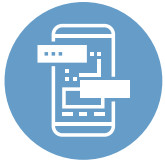




"Our choice to go with Moovweb paid for itself in one quarter. We've had exceptional mobile business growth with increased visits, conversion rate, and revenue. We rely on the scalable, flexible Moovweb platform to help us deliver a rich mobile experience."

Challenge



Launch Customized Mobile Experience

Over 40% of customers visiting the Peet's website were on mobile devices



Find a Partner with Mobile Expertise

Wanted a partner with expertise in mobile UI and UX to complement the Peet's mobile team



Increase the Speed to Launch

Needed to make custom changes to the mobile experience quickly, efficiently, and cost-effectively, with a solution in place for Q4.



Scalable & Flexible Mobile Platform

Wanted a solution that could reliably scale and adapt to the needs of a mobile consumer.

Solution

Peet's chose the Moovweb platform to provide a rich mobile experience for Peetniks (Peet's customers) enabling the Peet's team to meet the growing needs of a new channel. It was important to select a solution that would allow the Peet's team to eventually offer benefits like feature customization, loyalty, and experiences based on A/B testing and data/analytics.

After evaluating a host of responsive and native app solutions, Peet's partnered with Moovweb for its capability to deliver unique mobile-only experiences and allow the company to continuously evolve with the changing behavior of a mobile consumer. The Moovweb team's insights and expertise allowed Peet's to quickly go to market and test various offers and customizations that delight mobile customers.

Results

Moovweb helped Peet's optimize its mobile experience by applying proven UX practices to its subscription and checkout flows.

34%

Mobile visits increase

93%

Mobile conversion rate increase

142%

Mobile revenue increase



WHY MOOVWEB ?



Increased Conversions

Take a data-driven approach to improving mobile conversions for the key metrics driving your overall digital strategy.



Improved Mobile Performance

Readily apply advanced mobile performance optimization techniques to deliver significantly enhanced user experiences.



Tailored Mobile UX Experiences

Use advanced segmentation to customize your mobile experiences by user, device and context to more effectively engage your customers during their mobile moments.



Enablement of Two-Speed IT

Empower your in-house IT team to make continuous improvements for rapid innovation while retaining full control.



Scalability & Security

Leverage our stateless globally distributed platform to reliably scale to meet even the most significant spikes in customer demand [i.e. 10x traffic spike on Black Friday].



Seamless Mobile Experiences

Deliver mobile experiences seamlessly across the mobile web and apps (with or without an API), on any current or future device.



Enhancement of Existing Technologies & Processes

Complement your existing tools and processes such as analytics suites, eCommerce/enterprise solutions, CDNs, A/B testing, SEO, SEM, email campaigns, etc.



Increased Mobile ROI

Boost mobile ROI via the combination of rapid time to market, low cost of ownership and mobile experience optimization.