# Alo Yoga

Industry: Athleisure/Apparel

Features: Build, Analyze, Engage, Support

Key Results

- 75 days from project kickoff to Apple App Store launch
- 15k+ downloads in the first month with 4.9 stars on the Apple App Store
- Conversion rate on mobile app is 3x higher than mobile web
- Average transaction on mobile app is 20% higher than mobile web
- Average monthly user is worth 4x+ on mobile app than mobile web
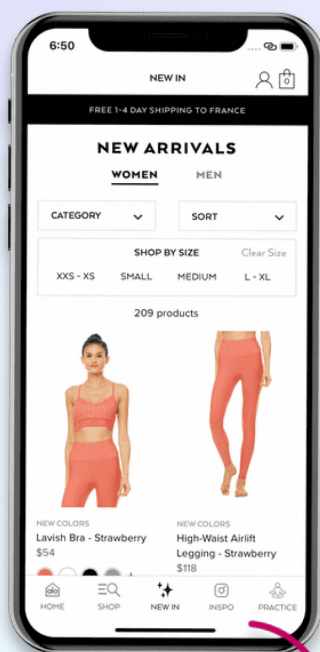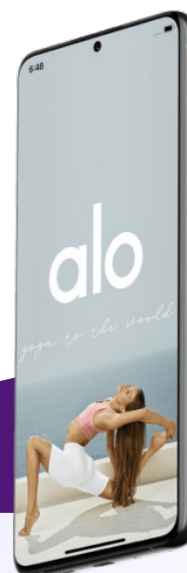
The Challenge

Alo began an initiative to expand its direct-to-consumer business and noted the significant growth of some of its major competitors once they launched a mobile app. Shopify, which is not always easily configured, was their biggest concern and a must-have for them to grow their business.

As a close partner of Salesforce, Alo was introduced to Bryj and was intrigued by our ability to deliver a high-quality mobile experience in a much shorter time and for much less money than they would have otherwise spent in a customer development cycle.

The Solution

Bryj delivered a proof of concept iOS app for the team to play with in a matter of days. In fact, Bryj placed an actual order on the POC app to show how fully functional it was. Upon project start, the Alo team worked closely with the Bryj team to design the navigation of the mobile, identifying which native mobile features would be included and modifying the look/feel of the Shopify CSS. The app was then subject to a rigorous QA and submitted to the Apple App Store for publication to the general public. Alo has noted that the response has been tremendous!

Features

Login
Touch ID / face ID integration and persistent login feature

Shopify Store
Out-of-the-box integration with Shopify online store

Universal Link
A single structure ensures In-App notifications & messages across platforms

Bryj Integration
Bryj analytics and engagement platform and tagging plan

Apple Pay
Friction-less mobile payment and checkout using Apple Pay integration

Customized Navigation
Native header and sticky bar with quicklinks: Subscriptions, Best Seller and My Account