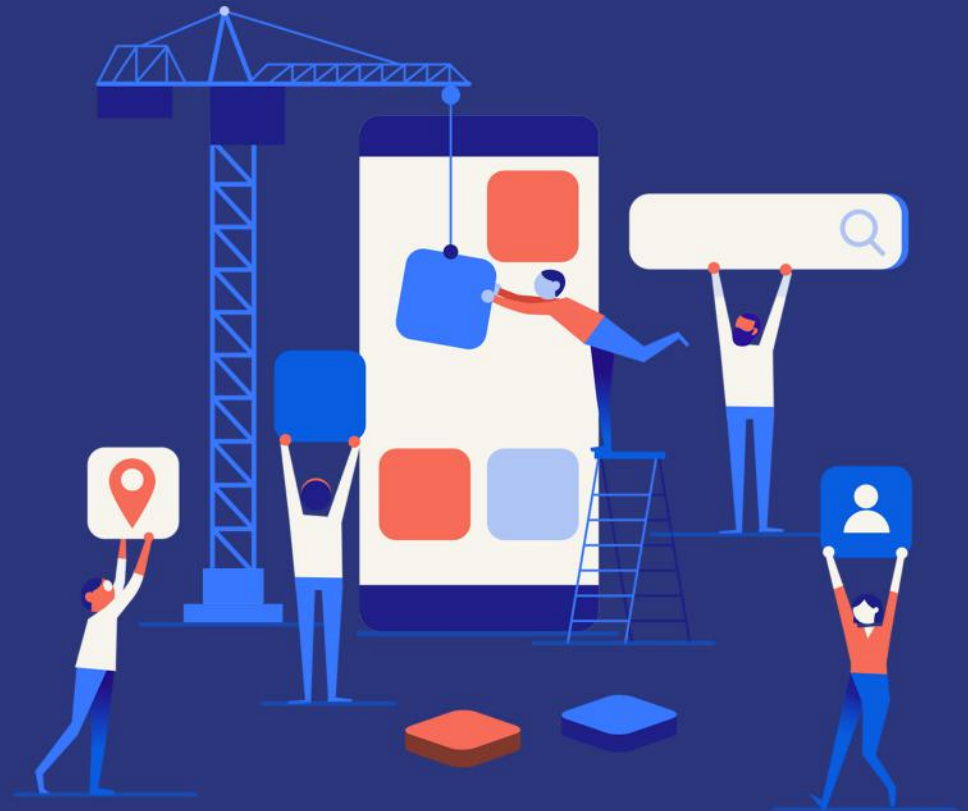


How Bailey's Blossoms, a kids clothing store generated 1 million+ in revenues solely from their mobile app

Global Apps



The Story

Creating a successful Shopify store is a lot about finding your niche. For Bailey's Blossoms, it was kids.

Bailey's Blossoms was born in 2009 by Erin Hooley, a doting mother of 6.

And now eight years later, Bailey's Blossoms is a thriving online kids boutique that sells some of the best kids clothing and accessories.



60,000+

TOTAL APP DOWNLOADS



1 million+

TOTAL APP REVENUE



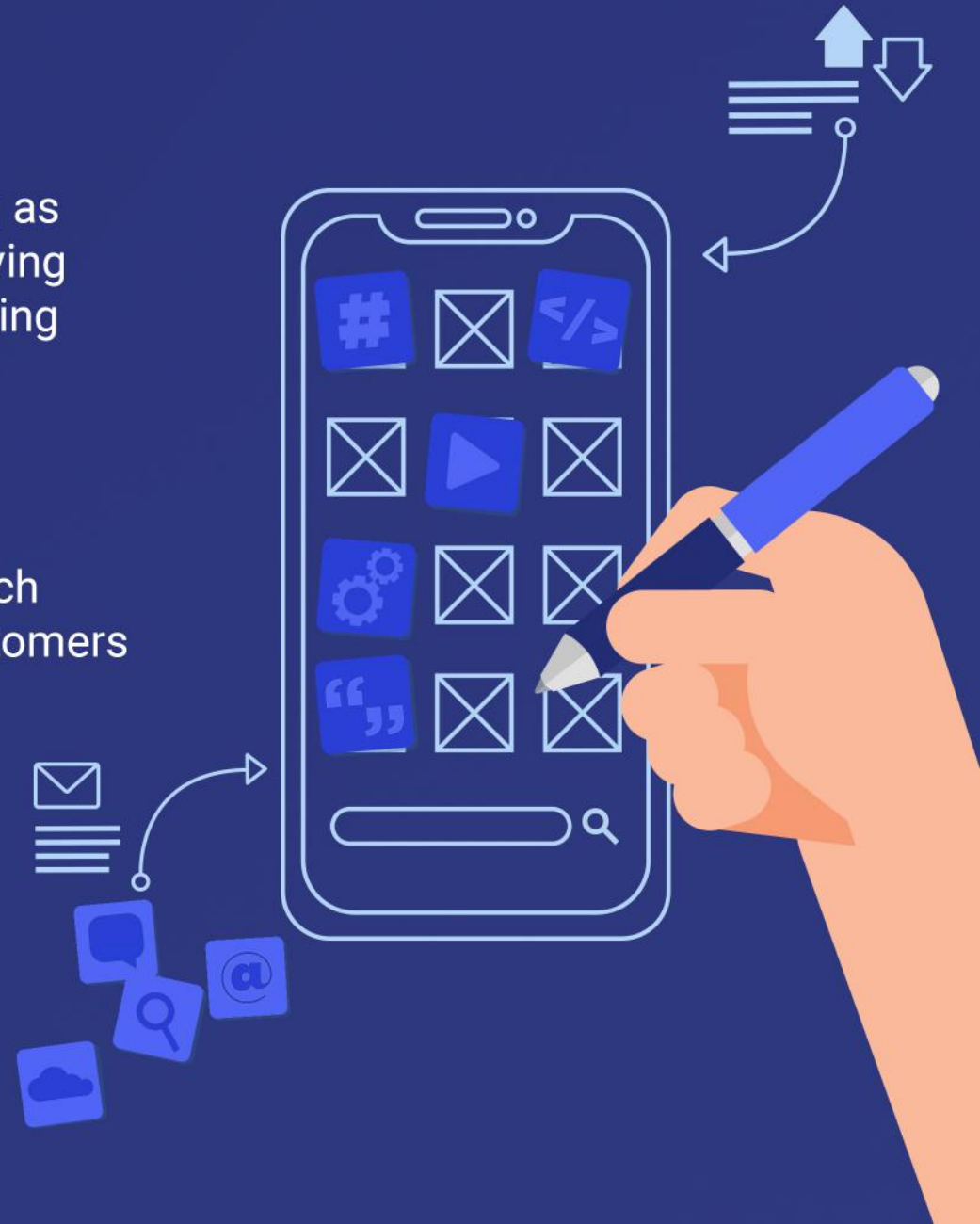
30x

ROI

The Challenges

Having an online store has its own challenges, such as store discovery, communicating with customers, giving them a personalised shopping experience and keeping them engaged and retained.

Erin thought to have a mobile app for her brand which would help her instantly communicate with her customers by sending them personalized push notifications right on their devices.



The Roadblock

She analysed several app development agencies and started working with one. However, things didn't work quite right and after losing 3 months of sales opportunities with a buggy app, she realized she had to look for another solution.

After a nightmare of a situation with another app company, who was both pricey and lacking in customer service, we turned to Plobal Apps with mediocre expectations.. boy we were WRONG!

Erin Hooley, Founder at Bailey's Blossoms.

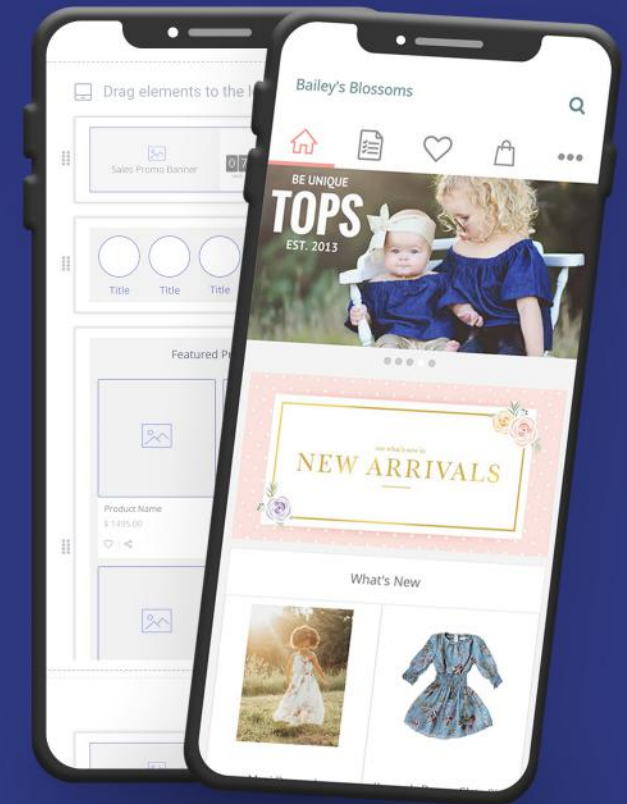


The Solution

In November 2016, while browsing for app development platforms on the Shopify App Store, Erin came across Plobal Apps. Intrigued with the DIY concept, she decided to try our platform.

Erin built the app herself through drag and drop features in exact match of BB's branding and sent it to the App Store & PlayStore for publishing.

Just a week later, Bailey's Blossom's iOS and Android mobile apps were live!



The Success Journey

App Downloads

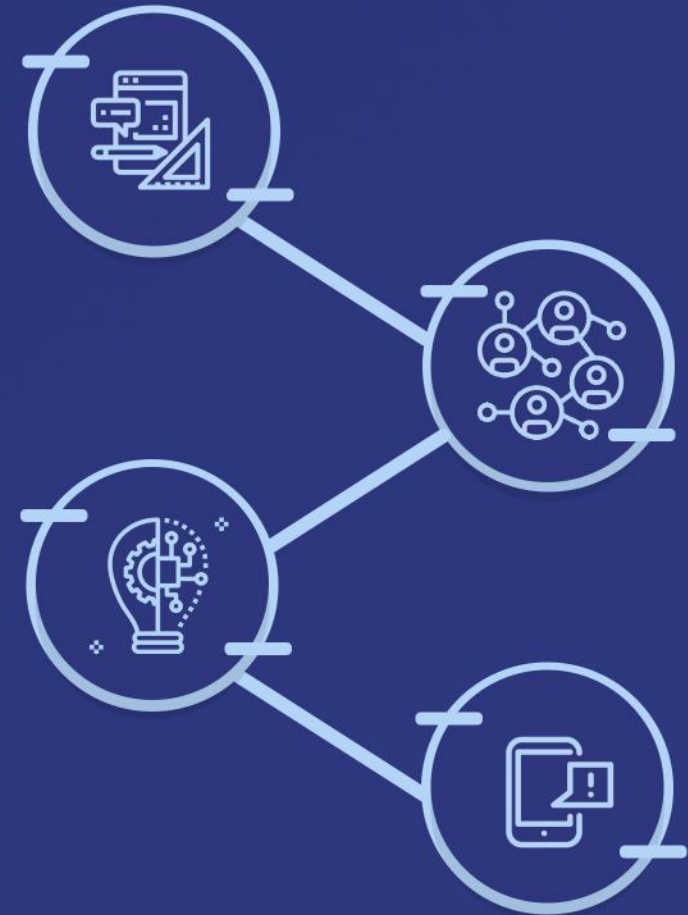
Using our free 'Redirectify Tool', she promoted her app on the website which helped her to organically boost app downloads.

Boost Customer Engagement & Retention

Our analytics dashboard get her customer activity feed, in real-time.

This helped her understand her customers and gave her a medium to communicate with her them instantly via push notifications.

More so, with all the customer data that she kept getting, made it possible for her to give an extremely personalised shopping experience via the app.

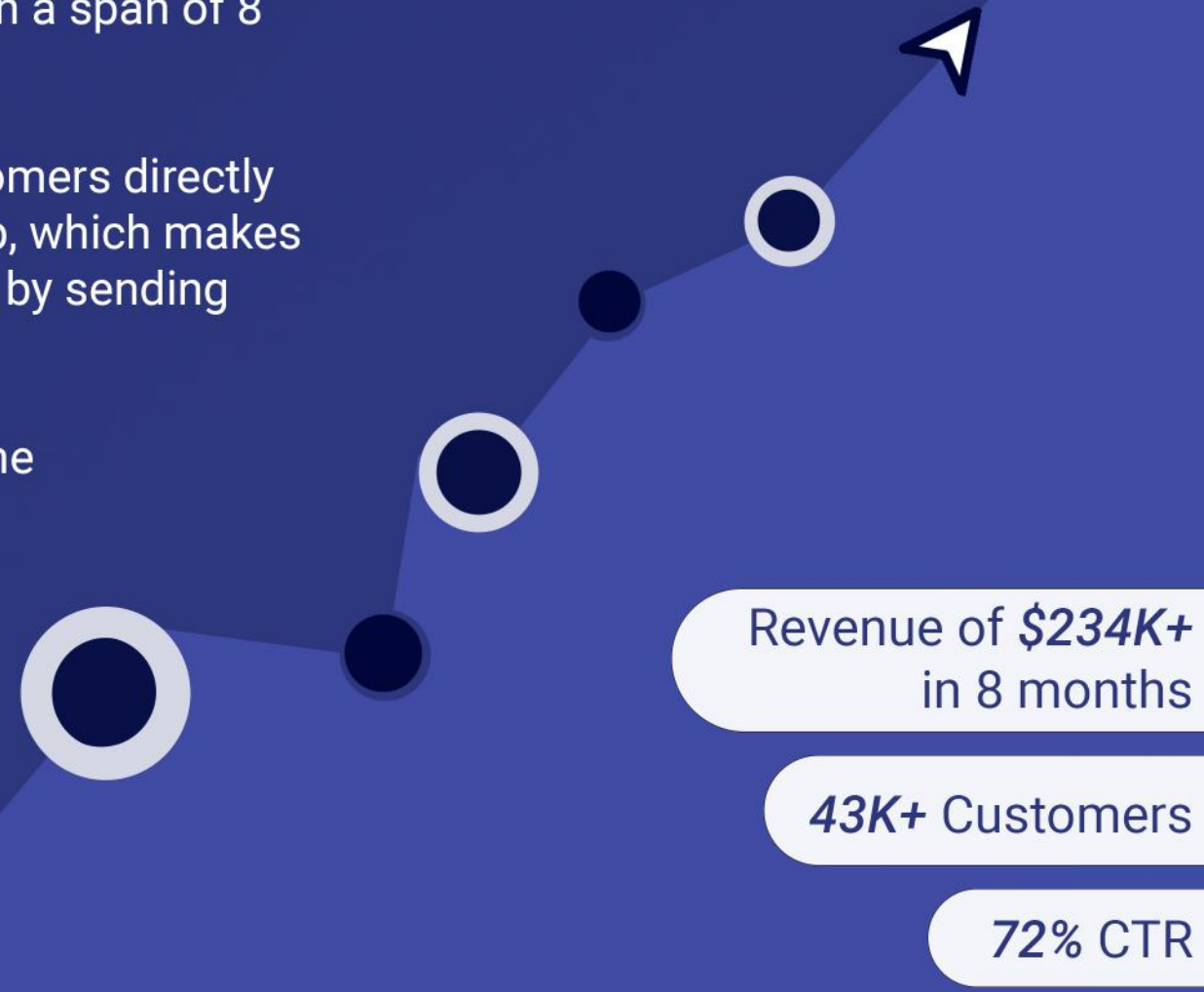


The Result

Since launch of app in November 2016. Bailey's Blossoms has generated a total revenue of \$234k+ in a span of 8 months, solely through their mobile app.

Erin can now communicate with her customers directly and has driven 43k+ customers to her app, which makes it a staggering Click-Through-Rate of 72% by sending personalized push notifications.

So far, BB has 60k+ app downloads and the numbers are simply growing!



Revenue of **\$234K+**
in 8 months

43K+ Customers

72% CTR



“For a fraction of the price we were able to create a beautiful app in just a few short steps and started seeing success and downloads instantly.

The team is incredibly responsive and has a sound understanding of the Shopify app ecosystem.

I’ve lost count on the number of times they’ve gone above and beyond to meet our business requirements and help us reach our goals.”



Erin Hooley, owner/founder of Bailey’s Blossoms.

13000+ Shopify merchants trust Plobal Apps to build,
market and grow their mobile apps.

TALK TO US

Plobal Apps

