MAGENTO-POWERED MOBILE APPLICATION

Industry
Retail

Technology
Magento 2.4 | React Native | AWS | iOS | Android

marici

ABOUT PROJECT

The client had developed a web-based e-commerce platform using WooCommerce. They faced critical issues with the platform such as difficulty in managing a multitude of products, server issues due high traffic, and customization issues. They decided to invest in a mobile application (powered by Magento) for their e-commerce business, which addressed all the above issues and helped them drive higher user engagement.

THE REQUIREMENT

- An easy-to-use mobile application backed by Magento
- Advanced customization features
- Incorporation of multiple delivery methods
- Third party logistics (3PL) integration
- Online payment integration
- Multi-lingual support
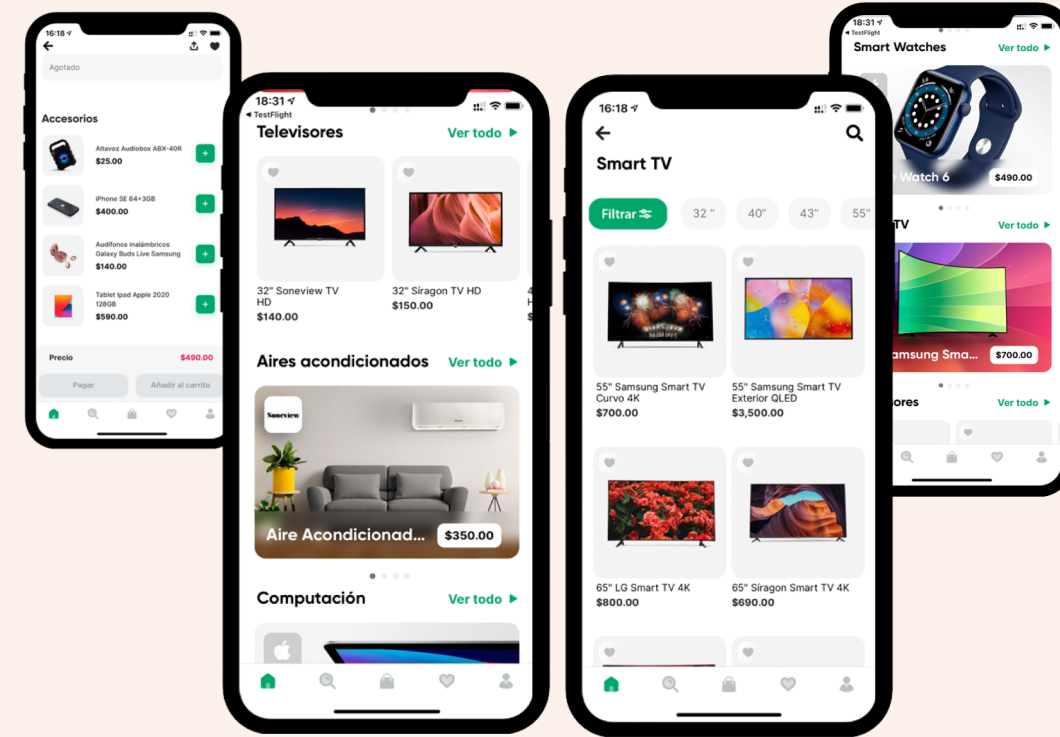
> " The Magento-driven app developed by Marici provides the desired flexibility and affordability to the client with which they are able to rapidly innovate and grow. "

MAGENTO-POWERED MOBILE APPLICATION

SOLUTION

- Marici provided a flexible and qualified team of Magento experts that worked on the design through to development and deployment of the application on the AWS.

- Salient features:
  - Customizable home screen
  - Unified management of product catalogues
  - Multiple filtering and sorting functions
  - One page checkout
  - Online payment integration (Stripe and Zelle)
  - 3PL Integration (Beetrack)
  - Push notification (with deep linking)
  - Integration of Google Analytics for Firebase

ARCHITECTURE
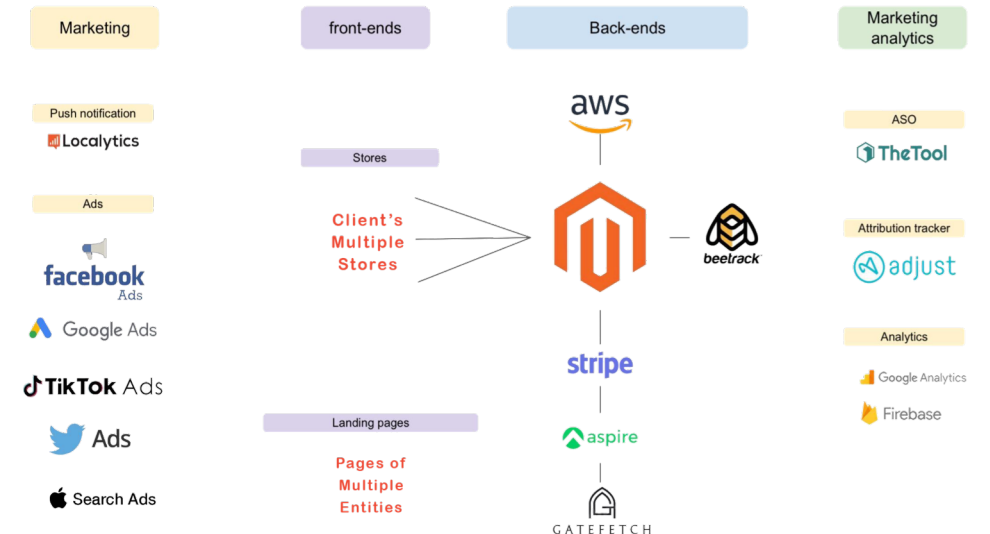
BENEFITS

| Higher user engagement | Increased sales | Easy integration with third-party services | Ability to scale cost-effectively | Availability of advanced marketing and promotion tools |