

# Create a Personalised, Branded App Powered By EZFacility



## Connect With Members

In this mobile era, it's about the relevance of our engagements and keeping a connection. Make it easy for members to connect with your business from anywhere, any time by equipping them with a customised mobile app to meet all their needs.

Send push notifications, provide real-time scheduling, include cardless check-in, and boost your branding—a personalised mobile app powered by EZFacility supplies innovative app tools to engage members directly while building brand recognition and increasing retention.



## Where Is the Value?

In the UK, companies gain 3x more profit by servicing clients via apps than through websites. Mobile app users are more loyal to a brand than those who visit a mobile website with repeat customers spending 33% more than existing ones.

With built-in performance metrics, success—and ROI—is measurable. Easily see what classes are the most popular, how many members have downloaded the app, which promotions are the most effective, how many people opened each push notification sent and more.

## Did You Know?



USERS SPEND

**18x**

MORE TIME IN-APP THAN  
ON MOBILE SITES



**85%**

OF MOBILE USERS

FEEL MORE AT EASE WITH  
APPS THAN MOBILE WEBSITES



## All About You

With a branded mobile app, your facility's name, branding, and customised app icon is featured in the major app stores, Apple and Google Play. The branded app will include your facility's logo and location as well as a custom finder splash screen upon app launch. Easily update the layout, colours, images, and content to reflect facility current events, news, promotions and more.

Reach out today to get started in just a few simple steps!  
Visit us at [ezfacility.co.uk/branded-mobile-app](https://ezfacility.co.uk/branded-mobile-app) or call 0203 327 0480

# Mobile Apps by the Numbers

**85%** OF CONSUMERS

SAY THEY'RE LIKELY TO OPT-IN TO PUSH NOTIFICATIONS IF THE NOTIFICATIONS OFFER DISCOUNTS.

**PUSH NOTIFICATIONS:**

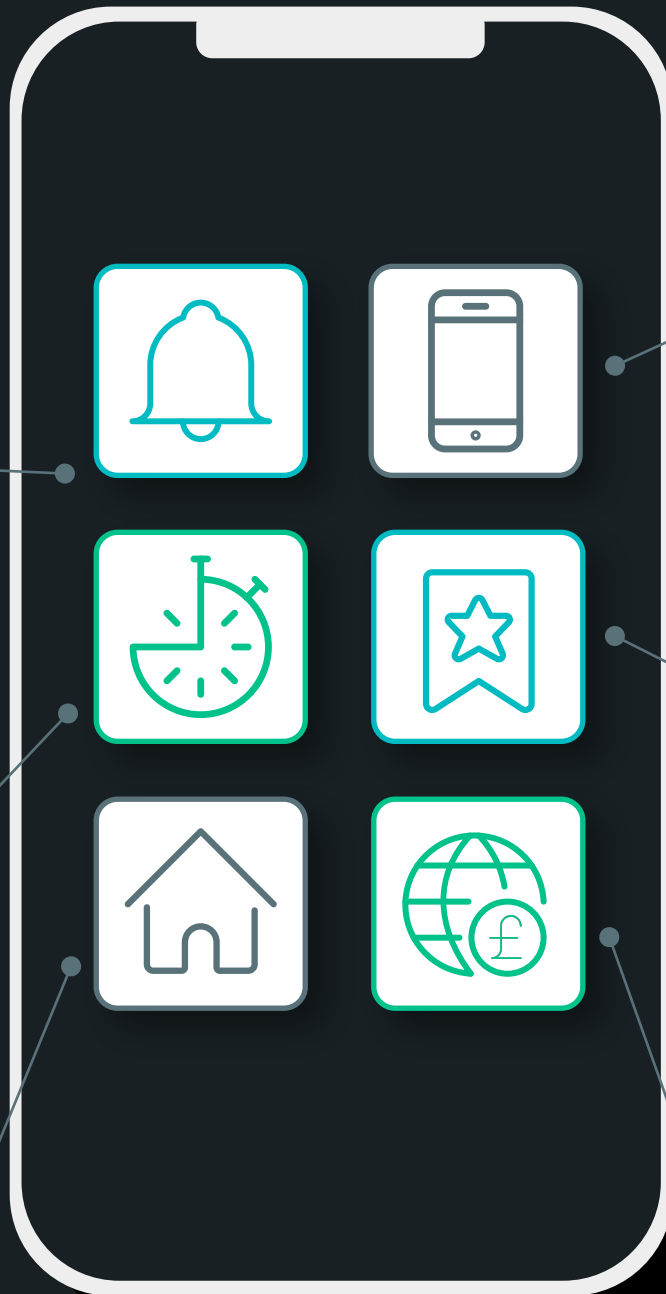
BOOST APP ENGAGEMENT 88%

HAVE A 90% OPEN RATE

BOOST APP RETENTION RATES **2X**

USERS SPEND AN AVERAGE OF  
**3h 15min**  
ON MOBILE DEVICES A DAY

**MORE THAN 50%**  
OF ALL SMARTPHONE USERS MOVE  
MOBILE APPS TO THEIR HOME  
SCREEN FOR EASY ACCESS



MOBILE APPS  
ACCOUNTED FOR

**57%**

OF ALL DIGITAL MEDIA USAGE  
IN 2018

MOBILE APP USERS

ARE **MORE LOYAL** TO A  
BRAND THAN THOSE WHO VISIT A  
MOBILE WEBSITE

MOBILE POINT-OF-SALE  
REVENUE WORLDWIDE IS  
EXPECTED TO TOUCH

**£38 billion**

IN 2021

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