

# Showroomprive Makes Mobile Fashionable With Aptelligent

“Aptelligent’s mobile transactions allow us to view intelligence around both our revenue metrics and our mobile user journeys, along with any issues they encounter.”

MARGAUX BRUIN, MOBILE PROJECT MANAGER

Launched in 2006, Showroomprive has quickly established itself as a leader in European e-commerce. The French company hosts exclusive sales on over 700 leading designer brands. It boasts 20 million members across eight countries (France, Spain, Italy, Portugal, Poland, England, the Netherlands, and Belgium). Showroomprive is enjoying staggering success; with a 2014 net revenue of €350 million, it nabbed the #2 spot among European private sales sites.

## The Challenge

To make the mobile experience universally accessible for their customers, Showroomprive created both iOS and Android native apps. Because they have members across Europe, the apps had to be offered in eight different languages. Showroomprive immediately realized that mobile is a completely different creature than web, and thus faced the formidable task of understanding this relatively uncharted user experience. The mobile challenge was further complicated by the company’s plans to enter new international markets.

## The Solution

Showroomprive turned to Aptelligent’s Mobile App Intelligence solution to understand their customers’ app experience. Pulling from a unique combination of operational and behavioral metrics, Aptelligent put critical data at fingertips of Showroomprive’s product managers. They could see in real-time how their customers were interacting with their mobile apps across versions, device types, and geolocations. This allowed the team to quickly identify and prioritize user issues, while also conducting trend analysis to monitor key performance metrics over time. The team also used Aptelligent’s Business Transactions feature to link important mobile app data to key business metrics.



### WHY APTELIGENT?

Showroomprive evaluated other solutions but selected Aptelligent because of its:

- Unified interface for crash and error monitoring
- Breadcrumbs technology
- Business Transactions to gain insight into user flows and business metrics
- Clear ownership of data, mobile benchmarks, and laser-focus on mobile innovation and customer support

# The Results

By arming themselves with the right tools and taking the time to analyze the mobile experience, Showroomprive has successfully made the transition to an m-commerce powerhouse. It has a robust mobile presence, with an impressive app store rating of 4.5+ stars. Thanks to data gleaned through Aptelligent, they were able to reduce their app crash rate to less than 0.5%. The numbers speak for themselves; today, 46% of Showroomprive's gross sales and 66% of their traffic comes through mobile.

## ABOUT APTELLIGENT

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at [www.apelligent.com](http://www.apelligent.com).