

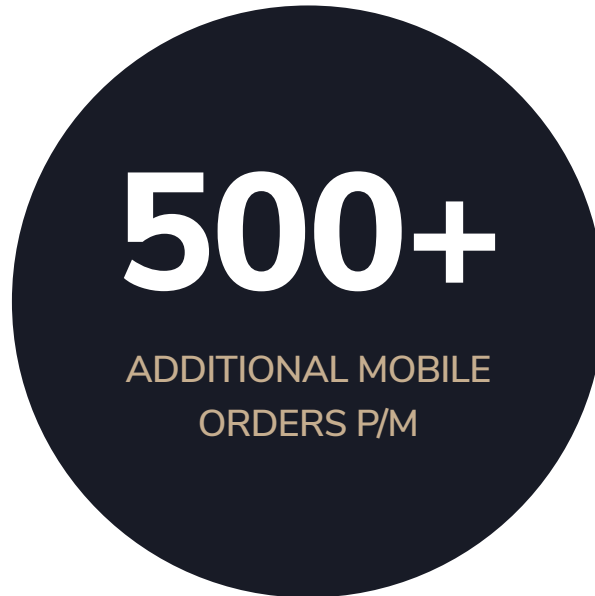
showcase

**jmango**  
360

How Jentry Kelley's average order value increased by **18%** after launching their app.



# Impact



# Showcase



## Challenge

### *BETTER MOBILE USER EXPERIENCE*

Cosmetics retailer Jentry Kelley Cosmetics (JKC) is a fast-growing US-based brand that aims to show women how to create a brighter, more youthful version of themselves. “We focus on clean and simple application techniques to modernize makeup routines,” says Jentry Kelley, store owner and makeup artist. According to Jentry Kelley, the company strives to stay one-step ahead of consumer trends.

“As an entrepreneur, artist, and educator, it's vital to stay relevant and up-to-speed with technology. As traffic is rapidly shifting to mobile, we wanted a more user-friendly and seamless mobile shopping experience and increase our turnover and average order value.

**Launching an app seemed a logical step.”**

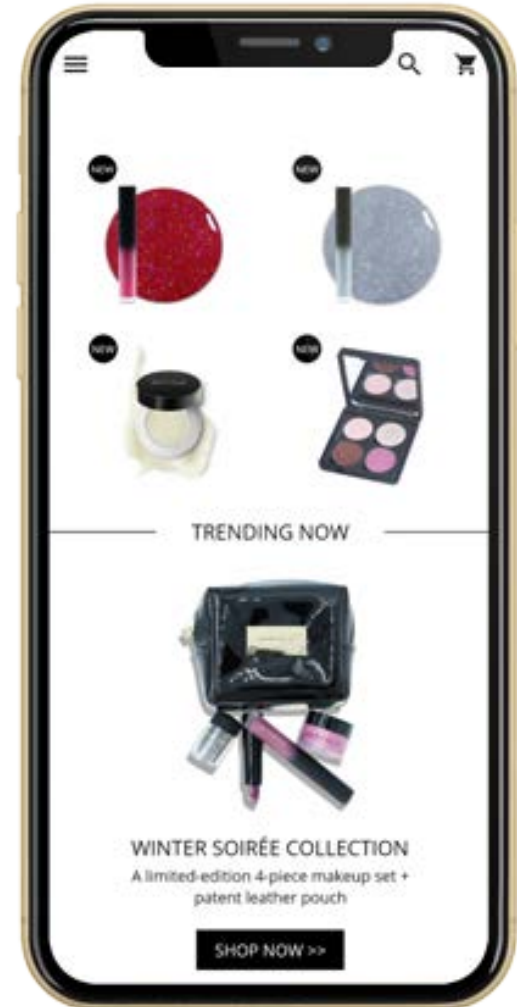
## Solution

### PREMIUM BUT COST-EFFECTIVE APP

Kelley and her team searched for a premium partner and chose JMango360 to build a native e-commerce app for iOS and Android. Kelley explains, “After researching numerous developers, we selected JMango360 based on its great reviews.”

According to Kelley they had a few requirements: The app needed to be integrated with their Lightspeed store, they wanted a premium experience, a unique design, and building the app had to be fast and cost-effective. JMango360 ticked all the boxes.

Kelley says, “JMango360 exceeded our expectations. From start to finish they worked to our launch deadline, and they’ve been extremely responsive since the app went live. The entire team has gone above and beyond; we truly could not be happier.



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## Results

### 18% RISE IN AVERAGE ORDER VALUE

Three months after launch, Jentry Kelley's mobile app generated more than 2,500 downloads and won a coveted 5-star rating on the iOS app store.

"We've seen a 18% increase in the average order value in-app over our responsive site. On average, we're getting 400 extra mobile orders every month.

For Kelley, the timing could not have been more right. "In a year where the pandemic has had a tremendous impact on all industries, bringing our app to life was our rainbow. Customers have been pleased and the feedback has been excellent. With JMango360's help, we were able to roll it out before our 9th Anniversary Sale— the biggest sale of the year."



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# Solution

- eCommerce platform: Lightspeed
- Vertical: Cosmetics

## Solution

- eCommerce app for cosmetic store

## Top features

- Add products directly from product list
- Smart App Banner
- Unlimited Push messages

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**Contact us** for more  
information on mobile apps.