



## MMA CASE STUDY



# Sam's Club Mobile 3.0

## Campaign Summary

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To create a more dynamic digital experience, Sam's Club worked to build the company's mobile channels, engaging club members beyond the in-store and desktop shopping experiences. Following the November 2011 launch of iPad, iPhone, and Android apps, the Sam's Club Mobile 3.0 update built upon features that met with consumer approval. This virtual club provides consumers the opportunity to shop online and access exclusive deals and members-only content.

## Strategy and Execution

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This revised digital ecosystem was built on the platform of the Sam's Club Mobile app, which extended the Sam's Club experience beyond store walls to wherever customers are, providing a personalized experience for on-the-go consumers. This virtual club provides consumers with the opportunity to shop online and access exclusive deals and members-only content.

Sam's Club Mobile 3.0 added functionality that built upon previously established features. The app already included online shopping, customizable shopping lists, a savings dashboard, membership renewals, recipes, and events. Several new features and functionalities were added:

- Personalized product recommendations and recently viewed items
- Streamlined membership registration and fewer steps to purchase
- Location-aware capabilities that allowed for a hassle-free in-club shopping experience
- Access to mobile membership card
- Ability to check stock availability

The biggest innovation was the Scan & Go feature, which enabled users with the ability to shop via smartphone by scanning products that were uploaded to a cloud cart and then checking out via the self-checkout kiosk.

## Results

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The campaign results were significant:—

- 589 percent increase in year-over-year Black Friday sales two days after launch of Mobile 3.0
- 50 percent reduction in required steps to purchase and an improved conversion funnel
- 200 percent increase in year-over-year mobile revenue
- 180 percent increase in mobile membership renewals three weeks after launch
- The Mobile 3.0 apps have received 4-star ratings in the Apple and Android app stores

## Source

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“Sam’s Club Mobile 3.0 Apps for Android and iPhone.” 2013 MMA Smarties Silver Winner mCommerce. 2013 MMA Smarties Submission Mobile App. Brand: Sam’s Club. Lead Agency: Rockfish.