

Using Innovative Technology to Boost Sales

Shopping online has become commonplace for the American consumer – but there’s more than one new approach to making more sales – online and at brick and mortar locations.

With the season that for many retailers is ‘make-or-break’ rapidly approaching, many retailers are trying fresh approaches. Mobile shopping apps are gaining popularity, allowing retailers to send offers directly to shoppers’ phones with the aim of reaching those buyers when they’re within a short walk or drive of the stores.

About 33 percent of retailers plan to have “location-based marketing” technology in place by year’s end, up from almost nothing a year ago, according to the National Retail Federation.

Two months ago, [The Gap](#) offered coupons for a 24-hour window through the popular site groupon.com. Shoppers could buy half-price shopping vouchers for everything from jeans to trendy messenger bags.

“At one point more than 1,200 people a minute were snaring the coupons, so many that the site that arranged the “flash” sale had to redirect some shoppers and tell them to come back later. But by day’s end, almost 450,000 potential customers had bought into the deal” reports Jen Wieczner in [SmartMoney Magazine](#).

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That’s tantamount to having an entire city line up to make purchases at your store and makes understanding and embracing the new technology well worth the time and effort.