

ProStockHockey Shoots and Scores with New BigCommerce - Integrated Native App

How the hockey equipment company is driving deeper engagement and sales growth with a custom-designed native app

100%

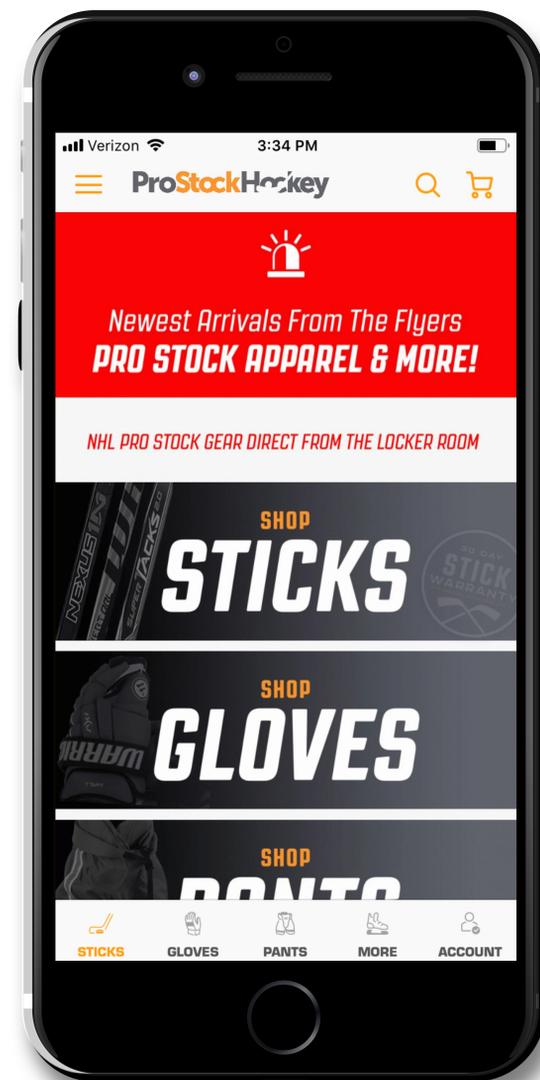
Perfect 5-Star Rating in Both the iOS and Android App Stores

50%

Increase in User Engagement On Days When Push Notifications Are Sent

2x

App Users are TWICE as Likely to Convert A Sale, Vs Non-App Users



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The native app project was delivered on-time and on-budget and we could not be more pleased. While our site is responsive for mobile traffic, a native app is a step up and allows us to engage more-directly with our best customers. My marketing team has another tool and the response from our customers has been 100% positive

David Duerr, CEO
ProStockHockey.com

”

81%

of app users are returning users 45 days after launch

About ProStockHockey

ProStockHockey is THE online resource for hockey players who want to access authentic professional-grade sticks, equipment and information. They make NHL-grade equipment available to all who enjoy the game and have built a very loyal online customer base.

ProStockHockey.com uses leading ecommerce platform BigCommerce for their online store and the site features a PSH Rewards Program that allows customers to earn and redeem points for purchases made.

The Case For An App

ProStockHockey recognized the potential of a well-designed native mobile app, based upon the unique requirements of their customers. With an extremely loyal customer base, they wanted to give their best customers a new, native app-based shopping experience that could also leverage and extend their existing enterprise-ready BigCommerce platform features. Key drivers for the decision to launch an app were the integration of their Loyalty Program and the ability to increase engagement with their top customers via Push Notifications. They also wanted to work with a nimble, experienced team with both design chops and a deep technical background in mobile commerce solutions.

Custom iOS and Android Apps From Unbound Commerce

ProStockHockey chose Unbound Commerce to design and build their custom native iOS and Android apps because the Unbound solution is both 100% custom and fully pre-integrated with the BigCommerce platform APIs. The project team started with a custom design process, to assure that the app would be specifically tailored to the needs of PSH's top customers, who would be the most likely users of the app.

The Outcome: "Terrific App and High Customer Engagement"

The apps are delivering unique new functionality and load-times are nearly instantaneous, since data is cached on-device. Most importantly, ProStockHockey is engaging in new ways with their best customers, via app-based push notifications about new product arrivals. This increased customer engagement is also driving higher conversion rates.

Just 3 months after launch, ProStockHockey is already realizing returns on their investment in the app project, with full ROI achieved. They are able to engage with their customers in new ways and push notifications are driving a 50% increase in user engagement, on days when push messages are sent. The apps have been very well-received, with both the iOS and Android apps boasting a perfect 100% 5-star rating on their respective app stores.

Are you looking to build stronger relationships and engage deeply with your loyal customers with mobile apps? Reach out to us at info@unboundcommerce.com

Apple
19 Ratings



Android
12 Ratings



“

Solid

5/5 Stars

All the bells and whistles and allows me to sort and display product based on my personal preferences. Very cool new tool.

”

Double haul, App User

Apple App Store Rating

“

Best Price for Pro Stock Sticks and Gloves

5/5 Stars

I first started following this company a few years ago, and I have really seen it grow. There is no other place I would shop for gloves or sticks. This place got me to love their hockey gloves so much, I started a collection. The app was just launched also. Now it is even easier to order items.

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Eric O., Verified Reviewer

