

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

HOW TECH COMPANIES BENEFIT FROM DUBAI EXPO WITHOUT PARTICIPATING



إكسبو 2020
EXPO 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

Role of
MOBILE APPS IN
Dubai Expo 2020

Role of **AI and ML** in
Ecommerce

**HOW ONLINE
REVIEWS** Help
Your **BUSINESS**

Impact of
Blockchain On
Mobile App
Development
PROCESS

**IMPORTANT
COMPONENTS**
For Your Homepage
Design

Top 10 **UX Trends For**
MOBILE APPS

MOBILE APPS MARKETING
Secrets Revealed



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Dubai Expo 2020. The most happening and exciting expo of the year has dawned upon us.

With less than 15 days to go, the mega expo is scheduled to take place in Dubai starting from 1st October 2021 till March 31st 2022.

More than 190 countries will participate in this expo showcasing their latest technologies and innovations with the themes sustainability, opportunity, and mobility in mind.

In this edition of the magazine, our feature article covers the how tech businesses can benefit from such an expo even without directly participating. We will also take a look at how mobile apps can help organizing a gigantic event like Dubai Expo 2020.

You'll also find articles on importance of online reviews for an ecommerce business, role of AI and machine learning in Ecommerce, and the essential components to consider when designing a home-page in the ecommerce section.

In the mobile section, we share the impact of blockchain on mobile app development process, top UX trends for mobile apps, and mobile app marketing secrets.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, Qatar, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

DUBAI EXPO

Coverage, news, and insights of the Dubai Expo 2020



The Dubai Expo 2020 is a global expo scheduled to be hosted in Dubai from 1st October 2021 to 31st March 2021.

Expo 2020 Dubai's primary site will be a 438-hectare region located near Dubai's southern border with Abu Dhabi, between the cities of Dubai and Abu Dhabi.

The master plan, created by the American company HOK, is centered on Al Wasl, a central plaza surrounded by three major Thematic districts.

Each one focuses on one of Expo 2020's sub-themes: Opportunity, Mobility, and Sustainability. Dubai has also prioritized investments in a variety of areas, including economic development, real estate, environmental protection, and public affairs. Dubai has recently made significant real estate investments and launched the world's largest solar power project.

We cover two feature articles on Expo 2020 keeping tech companies in mind. The first one discusses how tech companies can benefit from the expo even without actively participating.

The second article emphasizes the importance of mobile apps to make the organizing of an event like Expo 2020 easier and more efficient. They help increase ticket sales, the event and the team behind it more organized, makes navigation easier, along with other benefits.



06 HOW TECH COMPANIES CAN GET BENEFIT FROM EXPO 2020 WITHOUT DIRECTLY PARTICIPATING

How would you know whether or not your website is performing well? That's when ecommerce metrics come into play to help you measure your success. These metrics are critical to determining the right strategies for your business.

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You'll miss out on a big number of the audience if you don't take Instagram seriously. Are you a complete novice in Instagram marketing? No worries, we'll help you learn how to achieve your business goals with Instagram.

HOW TECH COMPANIES CAN GET BENEFIT FROM EXPO 2020 WITHOUT DIRECTLY PARTICIPATING



Expos offer a one-of-a-kind opportunity for businesses to boost brand awareness and engagement via meaningful encounters. They give benefits unlike any other kind of experiential marketing, despite the fact that they can be time-consuming and pricey.

There are obvious benefits of exhibiting in expos for tech companies. But did you know, even without directly participating, your company can benefit a lot from competing at an expo like Dubai Expo 2020, which is, one of the largest expos in the world?

Let's take a look at Dubai Expo 2020 first and then we will discuss how you can benefit from just attending the event.

What is Dubai Expo 2020?

Expo 2020 Dubai is the first of its type to be hosted in an Arab country and will take place in the United Arab Emirates from October 1, 2021, to March 31, 2022. The major three themes of this event are opportunity, sustainability, and mobility.

Opportunity - unleashing the potential of individuals and communities to build a brighter future will be one of Expo Dubai's themes.

“ Expos offer a one-of-a-kind opportunity for businesses to boost brand awareness and engagement via meaningful encounters ”

Sustainability – accessibility, and resilience of environmental, energy, and water resources.

Mobility – innovative logistics, transport, and communication networks for people, products, and ideas.

For six months, Dubai will be transformed into a global showcase, with participating nations showcasing their finest ideas, projects, examples, and creative models in the realm of tangible and intangible infrastructures, based on the Universal Exhibition's themes.

The expo location is in the Dubai South neighborhood, about 40 minutes distance by vehicle from both of Dubai's international airports. The location may also be reached through the city's metro system.

Dubai Expo 2020 will provide a diverse range of experiences across several district displays, as well as weekly themes.

Space week, Water week, and Climate and Biodiversity week are just a few of the theme weeks that will address contemporary world problems and human fields of research.

Visitors will be able to enjoy many parades, concerts, and festivals exhibiting the world's arts and culture, as well as modern Middle Eastern architecture, in addition to visiting the different pavilions and exhibits during the event.

With an emphasis on bringing the future of food to the limelight, the event also includes high-end restaurants and food outlets. Along with the development of new cuisines, the technology utilized along this culinary journey is intended at assisting others and creating a "planetary healthy diet."

So, how can tech companies specifically benefit from attending Expo 2020 even without participating? We list the reasons in the following section.



Did You Know?

- Expo 2020 Dubai will be the first World Expo in the Middle East, Africa, and South Asia (MEASA) area.
- Expo 2020 will take place on a 4.38-square-kilometer location in Dubai's South region.
- One of the highlights of the six-month Expo will be the celebration of the UAE Golden Jubilee, starting in early November.
- The Expo 2020 Dubai site is bigger than 600 football fields.

Benefits of attending Expo 2020 for tech companies

Needless to say, Expo 2020 will benefit a wide range of enterprises. As a result, as a startup, the Expo will be an excellent venue for promoting your company. This event, which will be attended by 192 nations, is anticipated to generate trade possibilities. It will open up a world of possibilities that you could never have imagined before.

Expo 2020's six-month length will give entrepreneurs and SMEs the opportunity to network with other organizations and businesses from across the world and form long-term profitable collaborations. It will also act as a forum for learning how your company may capitalize on undiscovered developing market opportunities in the near future.

Attract new clients and businesses

Many are now looking forward to the massive investments that multinational brands will make in Dubai, establishing branches of their businesses in the Emirate and accessing the local market as soon as feasible.

As a result, Expo 2020 is expected to assist startups by allowing them to display their innovations on a global platform where individuals from all over the world will be looking for new business opportunities.

During this time, you may expect more clients to flock to your services and goods, and with solid tactics in place, you can expect a long-term impact. Without even participating, you can pitch your new services while communicating with different people.

Boost your brand's visibility

Because the UAE was the first country in the MENA area to hold a World Expo, its global footprint has grown at an almost unstoppable rate. The good news is that it incorporates homegrown firms that continue to prosper in both the domestic and foreign markets into its global strategy.

The event is projected to benefit nearly all industries, including education, healthcare, industrial, retail, entertainment, real estate, construction, and information technology. Expo 2020 is a global platform that can help you expand your brand visibility, regardless of what sector your startup or SME is in.

For tech companies, even attending the expo without actively participating can do wonders for the company. The level of exposure from Expo 2020 will be unparalleled to any other exhibition or promotional activity that the company can do.

Not only will the local market be present there, but people from nearly 200 countries will attend the expo. This will be a dream experience for any tech company.

Learn about cutting edge industry goods and services

Expos welcome a diverse variety of businesses to exhibit their goods and services at their booth. Hundreds of exhibitors may be present at certain expos, with each stand exhibiting something unique.

This is an excellent time to do market research on current product trends and client preferences. You can also be aware of what your competitors have to offer and how to compete with them.

Pay attention to which booths are getting the most visitors and why; do they have a distinctive exhibition stand design, are they introducing a new service, and are the employees well-trained?

Dubai Expo 2020 will be the biggest platform for tech companies to showcase their latest cutting-edge services and products. By witnessing their innovation, you will get ideas to incorporate them into your arsenal as well.

Gather leads and create a database

Expos are a fantastic way to collect contact information, generate leads, and expand your business network. Because of the high attendance rate, you may reach out to a large number of people who have an interest in the business and are eager to connect.

Meeting participants at an expo is a quick and effective approach to acquire connections for possible sales, as opposed to the time-consuming job of researching potential clients in the office. Traditional paper forms, business card collecting, business card scanning, badge scanning, and lead management software are all options for capturing leads.

Even if you don't have your stall at the expo, you still have the opportunity to meet new people and discuss your business prospect with them.

Networking and knowledge sharing

Expo attendees are frequently offered training, networking opportunities, and guest speakers during exhibitions. This is a fantastic opportunity to meet other experts in your area, exchange ideas, pick up new skills, and be inspired.

Not every exhibitor is a competition; some may be really beneficial to your company if you want to collaborate with them and share your knowledge. Expos don't have to be difficult or taxing; they may be enjoyable and educational events that you can bring back to your firm.

HOW CAN MOBILE APPS HELP FOR AN EVENT LIKE DUBAI EXPO 2020



Through its extraordinary progress, the UAE has shown the world what is possible throughout its history. Dubai will take a step further in motivating the next generation to ignite inventions that will define the next 50 years of human progress with Expo 2020 Dubai.

Expo 2020 Dubai will assist the UAE Vision 2021 by promoting tourism, fostering the development of innovative enterprises in the UAE, and strengthening the country's international reputation as a business destination.

It will emphasize the importance of youth in unlocking the potential of one of the world's newest and fastest-growing populations. But what role do mobile apps have in this regard? Read on to find out.

What is Dubai Expo 2020?

Expo 2020 Dubai is a World Expo that will be held in Dubai, United Arab Emirates, in 2020. In terms of size, scope, duration, and visitor numbers, a World Expo is a huge worldwide event.

It's a festival and a platform that brings individuals from all over the world together to interact, share ideas, learn, and develop. It's also a spot where you may have a good time.

“ Expo 2020 Dubai will assist the UAE Vision 2021 by promoting tourism, fostering the development of innovative enterprises in the UAE ”

Expo 2020 Dubai will be the first World Expo in the Middle East, Africa, and South Asia (MEASA) area, as well as the first to be hosted by an Arab country.

Expo 2020 will take place on a 4.38-square-kilometer location in Dubai's South region, adjacent to Al Maktoum International Airport and the Dubai and Abu Dhabi Cruise Terminals.

The Al Wasl Plaza will be located in the center of the Expo 2020 complex. This will be the main point for the six-month festivities.

Dubai was once known as Al Wasl, or the "Connection," since it brought people from all across the area together. At Al Wasl Plaza, visitors to Expo 2020 Dubai will be able to experience festivities and cultural activities from 192 nations.

At the Expo site, three themed areas will be based on the subthemes of Opportunity, Mobility, and Sustainability. A themed pavilion, based on the subthemes, will be the focal point of each thematic district.

Interactive displays and interesting material will be housed in the thematic pavilions to explore the subjects in a fun and exciting way. Performance venues, innovation galleries, art exhibits, and outdoor gardens will be included in each Thematic District.

So, what role do mobile apps play for an event like Dubai Expo 2020? We will discuss this in this article.

Role of mobile apps in making Dubai Expo 2020 a success

The significance of mobile phones in our daily lives and activities cannot be overstated. This is due to the fact that mobile phones are no longer the common communication instrument they once were.

Because of the numerous great features and opportunities that mobile phones provide, it has become a massive focus of attention for both consumers and organizations.

The advancement of mobile technology, the availability and accessibility of high-speed internet, and the outstanding communication interface in these devices have resulted in a whole new level of mobile computing experience.

With all these advantages, what applications does a mobile application have for an event like Dubai Expo 2020? Let's see.

Don't you want to provide your attendees the greatest experience possible as an event planner? This is precisely where event management mobile applications come into play. They make event preparation less difficult for you.

Let's take a look at some numbers -

- Approximately 91 percent of event planners have experienced a good ROI from event applications.
- When compared to events without event planning applications, events with event planning apps generate 42 percent more social media impressions.
- According to 60 percent of event planners, mobile applications assist increase attendee engagement.
- More than 46% of event planners acknowledge that they arrange 10 or more events every year.

Here are some practical applications of a mobile app for an event like Dubai Expo 2020:

Make your team more organized

You can minimize misunderstanding, organize your team, and encourage successful cooperation using an event management platform or app. In general, several individuals are engaged in the planning of an event, including event managers, administrators, onsite coordinators, and email marketers.

An event management app ensures that communication is clear, jobs are correctly assigned, and work is completed on time. You can keep track of the event's progress because all of the changes will be shown on the dashboard. For a massive event like Dubai Expo 2020, an app can make the management of the event so much easier.

Increase engagement

You can relate to this if you're fresh to the event management sector. A registrant is someone who has purchased a ticket. This isn't a guarantee that they'll show up. This is especially true for events that are offered free of charge. So, in this scenario, the greatest thing you can do is keep your registrants interested. All you'll need for this is an event management app. You can turn your registrants into your attendees by sending them scheduled communications, newsletters, teasers, and reminders via a mobile app.

Boost ticket sales

If you want people to come to your event, you need a landing page that attracts their attention right away. After all, it is on this page that potential attendees will receive their first impression of your event and decide whether or not to purchase tickets. Customizability is what distinguishes an excellent event management app.

Everything should be configurable, from ticket kinds to forms and landing pages. As a result, it's recommended that you go with an event management app created by a reputable mobile development company like Royex Technology.

Seamless check-in for the event

Even if your event is open to the public, getting the names and addresses of the participants is usually a good idea. How will you handle last-minute attendees, online attendees, attendees who want to purchase stuff, and registrants who haven't paid – all at the same time? In this case, an event app might be a lifesaver for you! You won't have to bother about check-ins using a mobile check-in app and a few self-service digital kiosks, which can be a pain at large events.

Maps for the visitors

Dubai Expo 2020 is going to be a massive event with many pavilions and stalls. To make it easier for the visitors to find exactly what they are looking for, a mobile app with the complete outline of the event with important locations bookmarked will make it easy for them to navigate.

Royex Technologies is a leading **mobile app development** and **eCommerce website development company in Dubai**. We have the skill and expertise to deliver you a quality finished product that will grow your business. For more information please visit our website at www.royex.ae or call us now at +971566027916

E-COMMERCE

Ecommerce platforms, features, tips, and reviews



Since people can't touch or feel the products they intend to buy, they want to judge these products' quality, relying on online reviews given by fellow buyers. That's why ecommerce product reviews matter a lot, especially for business owners. Positive reviews can help them see a great spike in sales; on the contrary, poor reviews can cause a downturn.

This is our topic of discussion in the first article where we discuss the various advantages of online reviews and how they can boost your ecommerce profits.

The second article covers the role of AI and machine learning in the ecommerce industry and how they are going to shape the industry's future. We all know, unlike humans, machines never get tired of working. Employing machines to complete mundane tasks is more feasible than hiring a lot of employees. Besides, AI-enabled devices and Softwares don't make mistakes. So it is beneficial from every aspect to use AI in the e-commerce industry.

The final article in the ecommerce section is about the important components you need to include in the homepage of your ecommerce website. It includes choosing the right color schemes, using the right images, optimizing the site speed, and many other factors.



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Big data analysis can ease this entire process to improve inventory management. Read on to know the impact of big data in inventory management.

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You'll miss out on a big number of the audience if you don't take Instagram seriously. Are you a complete novice in Instagram marketing? No worries, we'll help you learn how to achieve your business goals with Instagram.

Ecommerce Unfold

By Rajib Roy

Now Available on
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WHY ONLINE REVIEWS MATTER & HOW THEY MAY HELP YOUR BUSINESS



Did you know that 92% of customers hesitate to buy a product with no review from the buyers? 97% of them get influenced by online reviews given on ecommerce websites. 84% of consumers accept reviews as recommendations from their friends and family. Most importantly, 94% of people avoid patronizing an ecommerce website with significant bad reviews. These numbers are speaking of the extreme importance of online reviews in the ecommerce industry.

Since people can't touch or feel the products they intend to buy, they want to judge these products' quality, relying on online reviews given by fellow buyers. That's why ecommerce product reviews matter a lot, especially for business owners. Positive reviews can help them see a great spike in sales; on the contrary, poor reviews can cause a downturn. Keep reading to learn more about ecommerce reviews.

Why Do Online Reviews Matter?

With the skyrocketing growth of ecommerce marketplaces, the number of fraudulent sales is also increasing each day. Ecommerce customers are also aware of this fact, and they try their best to scrutinize the authenticity of online stores before making a purchase. Who reads ecommerce reviews? Almost everyone. According to statistics, 91% of customers read online reviews to find the ideal products for them.

“ Did you know that 92% of customers hesitate to buy a product with no review from the buyers? ”

Ecommerce reviews are more trustworthy than television advertisements. 68% of millennials believe in online reviews, whereas 34% prefer TV ads.

Customer reviews are almost 12 times more trustworthy than the descriptions provided by the manufacturers.

Yes, there are fake reviews on almost every website; still, people get influenced by online reviews to a great extent. And all these above-mentioned facts and figures prove that online reviews matter a lot for ecommerce businesses.

How Can Ecommerce Reviews Help Your Business?

Word of mouth and user-generated content plays a big role in converting ecommerce website visitors into customers.

Online reviews contribute to increasing conversions and affect a few other aspects of the ecommerce business. Keep reading to know how ecommerce reviews can help your business grow and generate more revenue.

Reviews Enhance the Credibility of Your Online Store

Most online buyers conduct online research before finally buying a product. Customers are more likely to buy from a website that has a review section filled with user-generated content.

Product descriptions are claims made by the manufacturers, but reviews are social proof endorsed by mass people. That's why reviews enhance the credibility and authenticity of your business.



Did You Know?

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- 97% of them get influenced by online reviews given on ecommerce websites.
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Online Reviews Influence Customers' Buying Decision

According to a study, 67% of consumers trust ecommerce reviews given by strangers. What if these reviews come from your acquaintances? That shows the influence of online reviews on prospective customers' minds.

Any review influences the buying decision of consumers. Reading positive reviews from fellow buyers helps new buyers grow the confidence to buy the same product.

They Improve Your Site's Search Engine Presence

Reaching the first page of search engine results is one of the prime goals of each ecommerce website. Customer reviews can help you greatly in this regard. Most reviews contain relevant keywords, product names, brand names, and key features to some extent.

Besides, getting reviews means that you have fresh content uploaded to your website. These keywords and review content may get indexed and ranked by different search engines. When they search using similar keywords as inserted in your review section by your buyers, people may find you.

They Facilitate Product Development Process

You'll not receive only good reviews for sure. Sometimes, you might be criticized for the shipping and product quality of your products. You'll get a resourceful insight into these products that can help you think from a new perspective.

Analyze what customers expect from your business and consider their suggestions to improve your services. Try to avoid making the same mistake again. Constructive feedback will allow you to offer better products for your customers.

They Help Build Customer Loyalty

Loyal and repeat customers are a valuable asset for your business. You can increase their loyalty through online reviews. How? Ask them to write reviews for your business and feature those reviews on your website's review section, testimonial section, and blogs.

Thus, they'll feel rewarded and more connected to your business. This will provide you with twofold benefits. Your loyal fans will become more loyal to your business, and other regular customers will be impressed with their loyalty.

Even Negative Reviews May Lead to a Purchase

Negative reviews can harm your ecommerce business significantly. But a few negative reviews prove that you didn't get all these reviews via paid means. That adds to the authenticity of your business.

Besides, a bad review may be centered around a topic that doesn't bother most prospective customers. When both merits and demerits are shown throughout the reviews, people get to know both your products' best and worst sides. That helps them make purchases after analyzing the pros and cons of the products in question.

How to Get Online Reviews for Your Ecommerce Site

Customer reviews will come automatically if you can provide excellent products and services. Still, you can make extra efforts to speed up the process by using some proven tactics. Follow the below instructions to encourage your customers to put online reviews.

Ask for reviews: You can ask your customers to leave reviews. The best practices to ask for them are through the final checkout page or pop-up notifications. Or you can ask for reviews via shipment delivery emails. It's better to send automated emails to a customer one week after he/she made a purchase. This time period will allow them to use your products for a few days and give reviews while their experiences are still fresh.

Introduce a user-friendly review section: Customers are likely to avoid anything that takes time and involves hassles. Keep the review submission form as simple as possible so that users don't face any complexity while filling out the input fields.

Offer incentives for your customers: Every customer loves to receive discounts and offers. You can offer special discounts, promo codes, and exclusive offers to your customers for their next purchases. This is not like getting positive reviews in exchange for incentives. Ask for honest reviews. If you deliver high-quality products, you will naturally receive positive reviews. Another great way of incentivizing the customers is to offer free shipping to your customers in exchange for online reviews.

Conduct customer surveys: Surveys are a great way to overview each aspect of your ecommerce business. Send emails to your customers asking about all the factors related to online shopping. For example, you can ask them about the simplicity of website navigation, user-friendliness of the checkout process, product quality, and shipping speed. This feedback can be displayed on your website if you want. Moreover, such feedback will help you improve the standard of your online business.

Respond to the feedback: Everyone wants to get heard. You can respond to the reviews on your ecommerce website to value the efforts made by your customers. A sincere response will inspire them to buy more from you and build a stronger relationship with your brand.

Even an ordinary 'Thanks' works well in acknowledging the contribution of your customers. New customers are likely to have a positive impression on you if they see you're responsible enough to read and respond to the reviews given by their fellow buyers.

For all kinds of e-commerce solutions, you can count on us. Royex Technologies, a **leading E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. If you need an eCommerce website that gets a lot of traffic, feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

AI & MACHINE LEARNING: THEIR ROLES IN THE ECOMMERCE INDUSTRY



Did you know that AI-driven business is likely to reach 49 billion USD by the end of 2021? And currently, AI and machine learning are handling more than 80% of customer interactions. AI-based automation soon will take over the ecommerce industry and bring a revolution in the ways we're experiencing ecommerce business today. The future of online shopping will be determined by the advancements in AI technologies.

We all know, unlike humans, machines never get tired of working. Employing machines to complete mundane tasks is more feasible than hiring a lot of employees. Besides, AI-enabled devices and Softwares don't make mistakes. So it is beneficial from every aspect to use AI in the e-commerce industry. Read on to learn what machine learning is and how AI helps provide a great online shopping experience for the customers.

What is Artificial Intelligence (AI)?

Artificial intelligence refers to a comprehensive branch of computer science that specializes in building intelligent machines capable of completing tasks that usually need human intelligence. It mainly comprises machine learning and deep learning. AI is currently transforming each sector of the technology industry with its rapid advancements. A competent AI program can learn, perceive, reason, plan and process natural language.

“
AI-based automation soon will take over the ecommerce industry and bring a revolution in the ecommerce business
”

AI is fully internet-based technology and our lives are now affected by the internet to a great extent. That's where AI comes into play.

What is Machine Learning?

Machine learning shares its root with artificial intelligence. It's basically implementations of AI in building systems that can automatically learn from experience without being programmed priorly.

Even they can improve their performance by taking the previous experience into account. These computer programs access different structured and unstructured data and make use of that to learn for themselves. So, machine learning is actually the process where computers are programmed to learn on their own without any human interference.

The Role of AI in Transforming the Ecommerce Industry

The alliance of AI and machine learning is shaping the future of online businesses. From convenient inventory management to effective customer service and implementation of AR/VR technologies, machine learning and AI are delivering unprecedented results for online store owners. Let's be more precise about how AI can benefit you in the ecommerce business.

Marketing Campaigns

You need to depend on several marketing channels to generate expected sales from your ecommerce website. AI can easily analyze numerous data and provide relevant information about users.

This data helps greatly to create buyer personas, run paid ads, and target the right customers with the right marketing strategy. You can segment your customers into different target groups using the demographic and psychographic data generated by AI.

Inventory Management

Knowing the right stock level and determining the right time for replenishment, and forecasting the sales are a few critical things related to inventory management. Machine learning algorithms can deliver great insights into every aspect of your warehouse management.

You can identify trends, sales spike, and downturn with the help of AI. AI informs sellers about what items are overselling, what are idly occupying storage space, and what need to be restocked soon. All this useful data facilitates a smooth inventory management system even if you use enterprise ecommerce solutions.

Decision Making

Machine learning and AI can help you make informed decisions backed by data instead of making decisions based on intuitions. Data-driven decisions are more likely to yield the best results.

You can easily get ideas on whether or not your marketing campaigns and website performance are producing enough revenues. Measure the overall success of your ecommerce endeavor using credible data and adopt new strategies if the old ones fail.

Personalization

Algorithms consider user data and shopping behavior of the visitors and recommend relevant products for the prospective customers. This type of personalization becomes possible only because of AI and machine learning.

People want to have a personalized experience in online shopping, and precise personalization increases conversions. You can also promote cross-selling and upselling by utilizing AI.

Search Results

Only a fragment of total visitors converts into customers. Increasing conversion rate is a great concern to all ecommerce business owners. AI can help them by providing relevant search results for the users.

Machine learning algorithms can analyze the input data and suggest precise data according to the search queries and their previous learning experiences. Customers will buy something from you only if they get what they're looking for.

Cybersecurity

Since both buyers and sellers don't see each other but communicate virtually, fraudulent activities are very common in the ecommerce business. AI helps detect fraud buyers by analyzing customer behavior and transactional data.

These AI-enabled algorithms can detect suspicious transactions coming from unusual locations, unverified devices, and occurring at a peculiar time.

Customer Service

AI and machine learning have the potential to improve customer services to a great degree. Live chat and chatbots are two new additions, helping retailers provide 24/7 support to the customers. These AI-enabled bots interact with visitors in real-time and answer their common queries. Moreover, with machine learning, you can even detect issues before your customers and solve them beforehand to ensure an amazing customer experience.

Price Optimization

You need to fix a competitive point so that customers find you affordable. AI helps users understand pricing trends, the gap between supply and demand, and customers' reactions to different prices. If your ecommerce products cost the same as products of a brick and mortar shop, then most customers will prefer to shop from physical stores. You need to analyze the prices across several ecommerce platforms to come up with a reasonable price point. Machine learning algorithms can help you by providing these variables that affect product prices.

The influence of artificial intelligence is increasing every day. Virtual reality and augmented reality soon will become integral parts of the ecommerce industry. People now want to experience their products virtually in real-life environments. Augmented reality has made that possible. And who knows what mysteries AI and machine learning have up their sleeves in the coming years. So, the earlier you integrate AI and artificial intelligence into your business, the more you'll make profits.

Royex Technologies, a leading **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience developing over 300 projects for our clients in the GCC, including several E-commerce websites, service applications, etc. So we have the expertise perfect for your e-commerce requirements. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at info@royex.net, and we can send you a proposal based on your idea.

DESIGNING YOUR HOME PAGE: 13 ESSENTIAL COMPONENTS TO CONSIDER



A home page is just like your front room. Visitors leave an untidy room quickly with a bad impression. If a visitor bounces from your website before 2 minutes, that indicates a below-average session duration. What's the point in working so hard to build a website and ending up with poor session duration?

Only a well-optimized, user-friendly, aesthetically pleasing website home page with simple navigation can hold visitors and motivate them to continue browsing. Still unsure about what to include on the front page of your website? Keep reading this article, I'll guide you to the right steps to designing an effective home page.

Things to Consider When Designing a Home Page

Home pages should be designed based on users' intent, considering their psychology and preferences.

A visitor takes only 10-20 seconds on average to decide what to do next after entering a home page. So, you have very little time to help potential customers find what they're looking for and guide them to quick decisions.

Make sure your homepage incorporates the following ideas to bring the best outcomes. data are as follows.

“ Only a well-optimized, user-friendly, aesthetically pleasing website home page with simple navigation can hold visitors and motivate them to continue browsing ”

1. Know Your Purpose

The purpose of an ecommerce or business website differs from that of an information and entertainment website. A business site focuses on selling products and services, but an information site emphasizes providing necessary information on specific niches. And other websites serve different purposes. So, at first, ask yourself how you want users to react while they're on your website. Design the homepage in a way so it persuades visitors to follow your direction.

2. Use Simple and Intuitive Navigation

As you already know, visitors switch websites too fast. A clear navigation system across the whole homepage helps visitors notice menus, buttons, and other links and facilitate the decision-making process. If they find what they need within a moment (10–20 seconds), they're likely to stick to your browser for a few minutes more. Make the buttons bold and clear with explicit call-to-actions (CTAs) and attractive design and colors. I suggest you keep the most important links on the left side of your home page as a good practice. You can also use a drop-down menu as sub-navigation to keep the main page clutter-free.

3. Use a Standard Design

The first impression is the key to converting a visitor into a customer. An aesthetic design will draw visitors' attention right away. Every component of a home page belongs to the design section. According to stats, 94% of first impressions have a direct connection with design-related elements. So, a visually appealing home page is critical to engage visitors to browse more.

A good homepage design includes creative layouts, relevant CTA buttons, contact information, client testimonials, social media outlets, etc. Most importantly, don't forget to use eye-soothing color palettes. You can also incorporate the following ideas into your design.

- An attractive image with text inlays comprising CTAs and copies
- Slides informing about collections, offers, and discounts
- A video introducing the company and its products/ services

4. Choose the Right Color Schemes

Colors affect human psychology and feelings. The right color can trigger visitors to respond according to your plan. It's not wise to choose a random color without analyzing the target audience. The different audience reacts differently to the same color. For example, white refers to purity and wedding colors in the USA, but it symbolizes a mourning color in China, Japan, India, etc. Moreover, colors also deal with readability, aesthetics, and consistency. So, choose the right color schemes to stand out.

5. Use Original & Sharp Images

Undoubtedly, high definition images improve the visual quality of a site. But, big-sized images reduce the load speed of webpages. That's why you need to balance HD photos and light sizes. It's better to use original images rather than using stock photos. Original images contribute to increasing the authenticity of a website.

6. Optimize Site Speed

Avoid using unnecessary information and uploading high-resolution images if not needed. Too many high-resolution images and superfluous JavaScript files decrease the load speed of a website. Though it falls under the responsibility of a developer, optimize your website to get an effective homepage that loads completely within 2-3 seconds.

7. Put a Search Bar

Most users know what they're looking for while only a few roam aimlessly. Use a smart search bar on the home page to help pre-determined visitors. A search bar allows you to find the required information and products consuming less time. This will improve the user experience and help retain customers.

8. Include a Shopping Cart for Online Stores

A shopping cart should be made visible on the screen during the whole browsing process of a home page. As an ecommerce site aims the most at selling products, shopping carts are a mandatory part of home pages. If a visitor adds products to the cart, he/she should be notified through the cart icon.

9. Show off Awards & Certificates

Awards, certificates, testimonials, reviews, etc. user-generated contents improve the credibility of a website.

If you ever achieve any award or certificate, don't forget to display them on your home page. A little show off is acceptable in such cases. Showcase your achievements to the entire world by putting them on your homepage.

10. Check the Home Page for Multi Devices

Traffic comes to a website from various platforms. People use computers and mobiles of different operating systems and screen sizes all over the world. You need to optimize the design in a manner so it remains usable for all users, regardless of their device types.

Flash banners, gif animations, pop-ups, videos, and other dynamic elements may not appear perfectly across all devices. Only intensive checking and optimization can ensure the best multi-device usability.

11. Highlight the Blog Section

The blog section plays a pivotal role in content strategy. Your blogs will determine your place on the search engine results page to a great extent. Highlight the blog section to persuade visitors to read your content.

Usually, blogs convey a message that you possess a helpful attitude to visitors and have expertise in the products you sell and the services you provide. So, make the blogs easily accessible to visitors to build a relationship with them.

12. Add a Signup Box for Email/Newsletter/Subscription

If you want to generate leads, simply put a signup/subscription/newsletter button at the bottom of the home page. Integrate a minimalistic but engaging design for the signup box. It represents splendid success if a visitor wishes to get synced to your website.

13. Make Adjustments When Necessary

Your journey doesn't stop when your store goes live . There is a lot that needs to be learned to track results constantly, study and tweak the various problems that may emerge.

Keep up with trends. The digital world is developing every day. For ecommerce sites, products and offers change depending on special occasions. You need to make the necessary changes to the homepage design to keep the information up to date and improve the user experience. Besides, if your current homepage can't improve session duration, maybe it's time to make adjustments to render better results.

When a visitor comes to the homepage, he/she actually stands on the threshold. It's the role of a homepage to convince him/her to enter the house. I have included all the key features of a standard homepage. Now, it's your turn to implement these ideas and reap the benefits of having a well-designed homepage.

Royex Technologies, is an **Ecommerce development company based in Dubai**. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

Our team consists of accomplished and highly skilled software architects, engineers and developers, who work together to provide you with the best services to achieve solid growth in the web solution market.

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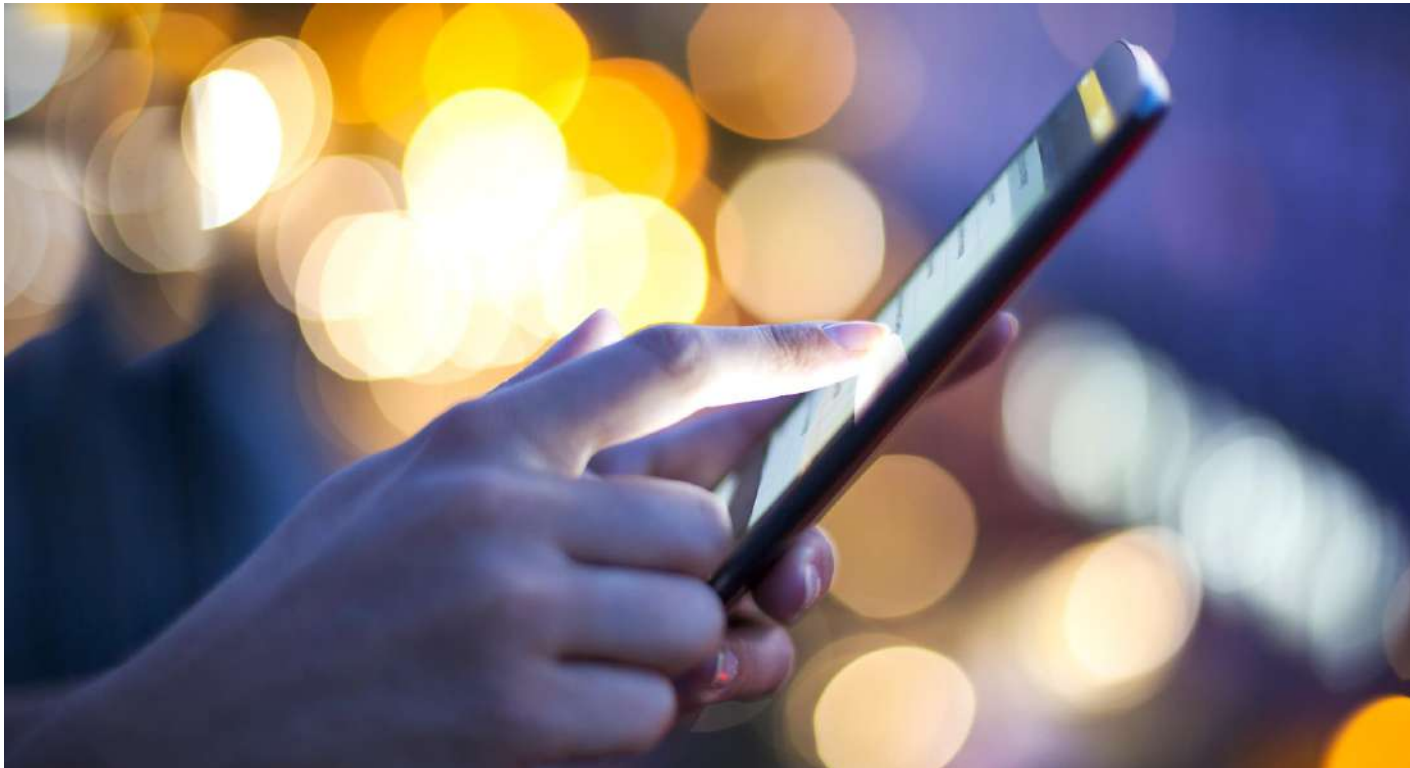
With increasing market rivalry, entrepreneurs are looking for new technologies to differentiate themselves. Startups are increasingly employing competent teams in order to catch up to the industry's new heights.

Blockchain technology is one of the most popular new technologies among startups. Because of its link with cryptocurrencies such as Bitcoin, it has been in use for a long time. This technology now increases transaction speed and safeguards consumers' most sensitive information in mobile apps.

The first article in the mobile app section will explain how blockchain helps with the mobile app development process.

In the next article, we share the top ten UX trends for mobile apps. Loading screen, glassmorphism, intuitive navigation are some of the trends that are shaping mobile app designs right now. We discuss more trends in the article in detail.

In the final article, reveal our mobile app marketing secrets. These strategies have helped achieve thousands of app downloads for the app we have developed. With over 70% of the world's population owning a smartphone, it's clear that apps are the way of the future for mobile marketing.



34 IMPACT OF BLOCKCHAIN ON MOBILE APP DEVELOPMENT PROCESS

Many businesses are using blockchain apps to investigate decentralized ledger systems. We'll walk you through the top 10 blockchain mobile app ideas for your business in this article.

42 MOBILE APPS MARKETING SECRETS REVEALED

For mobile application development, there are dozens of programming languages. To save you the time and effort, we have prepared a list of top 5 programming languages for mobile app development.

38 TOP 10 UX TRENDS FOR MOBILE APPS

Here are ten ways to protect your built mobile app to ensure your user's protection as well as the reputation of your app.

IMPACT OF BLOCKCHAIN ON MOBILE APP DEVELOPMENT PROCESS



With increasing market rivalry, entrepreneurs are looking for new technologies to differentiate themselves. Startups are increasingly employing competent teams in order to catch up to the industry's new heights. Blockchain technology is one of the most popular new technologies among startups.

Because of its link with cryptocurrencies such as Bitcoin, it has been in use for a long time. This technology now increases transaction speed and safeguards consumers' most sensitive information in mobile apps.

Mobile app development in Dubai has become more advanced and powerful thanks to the powerful advantages offered by blockchain technology. In the article, we will take a look at the impact of blockchain on the mobile app development process.

What Is Blockchain Technology?

A blockchain is essentially a digital log of transactions that is replicated and then spread throughout the blockchain's entire network of computer systems.

Each block in the chain comprises several transactions. Each participant's ledger is updated whenever a new transaction happens on the blockchain.

“ The buzz surrounding blockchain has prompted large corporations to invest in a variety of applications ”

The blockchain, which is a kind of DLT, uses an immutable cryptographic signature known as a hash to assist record transactions. It implies that if one block in a chain changes, it will be obvious that it has been tampered with.

Why Should You Use Blockchain for Mobile App Development

Initially, blockchain technology was well-known as a foundation for each cryptocurrency's safe operation. These days, now used by nearly every mobile app.

Blockchain is a decentralized ledger that records transactions between several parties and is distributed among all stakeholders. It results in a more transparent system with improved app security. No one can conduct any additional fraudulent transactions or make illegal changes to transactions without the consent of the stakeholders.

You may combine many sectors using blockchain technology. Using innovative technologies such as blockchain protocols, you may make digital transactions more accessible.

Furthermore, this technology is the perfect match for any peer-to-peer transaction on mobile apps. As a result, blockchain aids in handling dedicated and unmodified records of all types of transactions according to the demands of the mobile app.

By providing lower-cost solutions, blockchain apps have the potential to disrupt established business structures. Blockchain protocols can make digital transactions more accessible in corporate operations by employing innovative ways. You can automate time-consuming and tedious operations using blockchain.

Even if cryptocurrencies fail, blockchain technology's robust encryption will allow it to survive for a long time. Healthcare organizations, real estate consortiums, financial institutions, and other businesses that wish to track transactions safely and stay current in the coming years can benefit from this technology.

How Will Companies Use Blockchain Technology For Their Mobile Apps

The company must first understand the process through which Bitcoin's blockchain operates. It will make it easier to comprehend the trade-offs that a firm may face while implementing blockchain.

The created design decision for integrating Bitcoin blockchain will be valid solely for the startup's mobile app development initiatives if it is a peer-to-peer implementation.

According to expectations, blockchain can help secure mobile payments in mobile apps. With the usage of blockchain in mobile applications, an increasing number of mobile phone users will trust mobile banking by utilizing safe mobile apps.

TelCoin, a blockchain mobile payment startup, has collaborated with telecom providers. People using mobile phones may now make safe mobile payments just through mobile apps.

The blockchain's networking and identifying capabilities are being reaped by the major companies. When using services like establishing a new bank account or acquiring a driver's license, blockchain may be used to authenticate people's identities. People will be able to utilize a mobile app network and authenticate their identity more easily thanks to the usage of blockchain.

Benefits Of Blockchain Technology For Mobile Apps

To take advantage of Blockchain Technology, an increasing number of firms are investing in it. Let's take a look at why this technology has piqued everyone's curiosity. We'll look at the top benefits of blockchain for mobile applications in this section.

Security

Mobile applications are now used in nearly every industry, including eCommerce, logistics, travel, banking and finance, and more. All of these applications include a money-transaction function, which necessitates the deployment of cutting-edge technology that is also secure.

Blockchain technology is one such technology that comes to mind. This technology's development included top-level data encryption that is difficult to decipher. Interlocked blocks are utilized in the blockchain, which increases its security. Because these blocks are linked, it is difficult for intruders to get around them.

Reliable

The blockchain technology system as a whole helps to keep the system from collapsing. Because Blockchain is made from blocks of data stored in many places, any mobile app that employs this technology is dependable and robust.

It is more dependable because of this approach, which maintains blocks in multiple locations. Because blockchain provides a high degree of trust, it is extensively utilized in mobile apps.

Still in Development

Choosing blockchain for your mobile app might be the finest option you make since it will provide better services and upgrades over time. Because blockchain technology is still in its early stages of development, it allows your app to progress at the same rate.

Blockchain technologies that are open-source and freely available may be developed using the tools and procedures. In addition, user ideas for improving the technology are always appreciated.

Simple to Use

Blockchain technology may appear difficult at first glance, yet it is one of the most straightforward technologies ever devised. Designing, converting, and utilizing it in mobile apps is simple and user-friendly. It is also less costly than other pricey mobile development software.

To utilize it, all you need is a rudimentary understanding of blockchain and how it is being developed using this technology. You may take several online courses to learn how to create blockchain-based apps if you want to learn more about blockchain technology.

Improves Transparency

Blockchain technology should be designed in such a manner that consumers can trace each transaction. As a result, the possibilities of a fraudulent transaction or falsified information are reduced. Any fraudulent actions are avoided due to a robust and tamper-proof system.

Entrepreneurs may gain the trust of users and build solid connections with them in this manner. Furthermore, the system is expandable enough to accommodate a large number of individuals at the same time.

Royex Technologies has been at the forefront of Blockchain and Cryptocurrency development for many years now. We will help you seamlessly integrate blockchain and cryptocurrency technology in your mobile app and ecommerce solutions. We have developed our own crypto, **ryxcoin**, so we are well familiar with this emerging technology. Feel free to call us at +971566027916 or mail us at info@royex.net, and we can send you a proposal.

TOP 10 UX TRENDS FOR MOBILE APPS



In this new era of digitalization, mobile apps have to face strong competition in the digital market. So, it's important for the app to have an appealing design.

User experience (UX) is one of the crucial aspects of a mobile application. UX is the process that determines the point of view and interaction of the user with the application. To build an application, always use new trending things to increase user experience, which helps to get more users.

An effective user experience is a routine of increasing customers' trust and satisfaction, which will give more traffic and revenue. UX must be clear, simple, comfortable, and user-friendly. Here are some modern UX trends for mobile apps.

Loading Screen

Slow loading screens will take time and make users think about quitting the app.

Make it interesting with splash screens and spinner screens, giving the user more interaction and making them spend more time in the app.

“ UX is the process that determines the point of view and interaction of the user with the application ”

Glassmorphism

Design that emphasizes light or dark objects, placed on top of colorful backgrounds.

A background blur is placed on the objects, which allows the background to shine through – giving it the impression of frosted glass.

Intuitive navigation

Intuitive navigation is a very critical element in order to have a successful app. It means that the app is designed in a way that app traffic flows from page to page.

Users can simply navigate through the app consuming the information they want and bypassing the information they don't want

Intuitive navigation will boost engagement and retain users. The best way is to use recognizable icons and symbols.

VR and AR

The AR-driven features will make the understanding of design easy, accurate, and better. AR technologies enable the end-users to get real-time feedback on the apps.

A very prominent example of this is when users can display an object in their current environment as is. Great for retail stores in digital space it will engage users more into the app by bringing the products into users' homes through AR.

VR has changed user perspective substantially. Virtual reality is to provide real experience. Hence, it has to ensure that the overall layout is as natural and intuitive as possible. Consider the basic principles of photography, sketching, and motion design and consider other parameters such as depth, curved design, interactions, sound design, and environment.



Did You Know?

- 50% of B2B search queries are made on smartphones, and they're expecting this number to grow
- Business apps were the second-most popular category in the Apple App Store's ranking
- Most mobile traffic is now occurring on 4G instead of 3G
- Mobile users will leave a site that takes more than three seconds to load

VR has changed user perspective substantially. Virtual reality is to provide real experience. Hence, it has to ensure that the overall layout is as natural and intuitive as possible.

Consider the basic principles of photography, sketching, and motion design and consider other parameters such as depth, curved design, interactions, sound design, and environment.

Multi-Platform

Multiplatform typically means running on two or more different hardware such as mobiles, tablets, etc. The app should give a nice seamless experience for users across all devices, not just mobile. Users may be on mobile most of the time, but they're also navigating your app through tablets and desktops.

Modes and Themes

Customization of color themes and notifications will give users a different impact. The dark mode is the newest UX that can improve the overall UX of the app.

White can strain eyes, especially when users have to look at a screen for extended amounts of time. Dark mode can improve the overall UX and may even lead people to use your app more.

AI

Machine learning and Artificial intelligence should be used more in the app to give some predictions and suggestions to the user and automatically increase sales and visits. Use the power of AI to make people's lives easier and more joyful.

One hand usability

The best UX trend in the market is the usability of the app with one hand or thumb.

Biometric and Face ID login

Allow the app to use a thumbprint or face login ID system, which is easier for login, fast, and secure.

Customer support flow

All users like to get everything in one place. Users who don't prefer the customer service channel redirect from the application they prefer in the same application. Merge the customer support in the application. It will improve accessibility, usability, and conversions.

Royex Technologies is the leading **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

MOBILE APPS MARKETING SECRETS REVEALED



Are you informed of how to market your mobile apps? Is it still feasible to attract tens of thousands of users to download your app if there are already tens of thousands of other applications in your niche? Absolutely.

We'll explain how to market a good app that people will rapidly download and use in this in-depth guide on mobile app marketing.

You'll need more than a mobile-friendly website to capture the attention of smartphone users. You'll need a mobile application.

With over 70% of the world's population owning a smartphone, it's clear that apps are the way of the future for mobile marketing.

What is Mobile App Marketing?

Interacting with your consumers throughout their whole lifetime – from when they first hear about your app to when they become devoted and frequent users – is what mobile app marketing is all about.

To achieve this successfully, you must first determine who will use your app, where to locate them, what to say to them, and what they expect from you.

“ With over 70% of the world's population owning a smartphone, it's clear that apps are the way of the future for mobile marketing ”

Mobile app consumption is sometimes thought of as a series of steps or "funnel." There are several steps to a funnel, but this is a simplified one

The initial stage in a user's encounter with your app is acquisition. So, in the first place, how do you get people to download and install your app?

The next step is activation. The specific definition of "user activation" varies with each app. Still, in general, it refers to a user's first activities, such as entering their email address or making their first purchase.

Turning your app into a frequent destination for your user is what retention is all about. The funnel notion is valuable as a model, but users frequently go back and forth between stages; therefore. Still, this is also known as the "mobile engagement loop."

Each level necessitates distinct methods and approaches, all of which are necessary for a successful mobile app marketing plan.

Mobile App Acquisition

Getting users to use your app is, of course, the first step in creating a successful app. Next, you must persuade a potential user that your app can address an issue they are experiencing from a messaging standpoint. The following are some of the most frequent ways to convey these messages:

Social: One of the most often used methods of app acquisition. Paid social advertising, in particular, is likely to be the most successful route unless you already have a huge audience. Once your app has gained popularity, persuading users to engage their friends as users is an even more successful method.

Search ads: Both Google Play and Apple's App Store provide in-app advertising that app developers may use to increase downloads. Adverts occur when users search for certain app keywords – for example when a user searches for "send money," ads for mobile payment applications may display. Search advertising may also be sponsored through platforms like Google AdWords.

Cross-promotion of apps: If you have many apps, using one to promote another is an excellent approach to get users. Suppose your company, for example, creates a restaurant database. In that case, you may place advertising in it referring to your travel app because customers interested in one may also be interested in the other.

Listing on the app store: Every app must have a written and image description in the app store. It's crucial to craft your listing to persuade consumers to download it carefully. The wording in your listing has an impact on whether or not consumers will notice it while searching for applications in your category, among other things.

In determining an acquisition strategy, it's important to keep track of your cost per acquisition, or CPA. Some channels — like your app store listing, a web page, or organic social posts — don't cost anything but are time-consuming. Others — like paid ads — can be expensive but are easier to optimize and scale. Determining the right balance of acquisition activities is critical for the long-term success of your app.

Comparing the CPA to the lifetime value of your customers will tell you whether an acquisition strategy is worth the money and time you're putting into it. And the lifetime value calculation depends heavily on whether you can activate and then retain the users you're acquired.

Mobile App User Activation

After a user has downloaded your app, you must convince them to utilize it because most users quit applications soon after downloading them; having an effective message strategy that reminds users how to use your app and why is critical.

Of course, the effectiveness of these techniques is contingent on your user having received the message you're sending. You have three primary app channels to choose from, and choosing the proper one may greatly enhance the chances of that occurring.

Channels for Mobile Apps

A push notification is a common channel of communication. You may send one at any moment after a user installs your app; your user doesn't even have to be in the app to view it. Push notifications are simple to customize, and you can even define actions for users to perform with just one press.

In-app messages are similar to push notifications in that they are sent to users while they are actively using your app. However, you may include real-time updates, and unlike push alerts, they don't require opt-in to receive.

The message center is a non-active channel within your app that allows users to view previous alerts if they are interested. It's a fantastic method to send notifications that don't need immediate action, and it's especially handy if a user is already in your app.

Each of these channels is best for distinct types of user activation.

User Activation Strategy

A welcome message is a push notification that is issued within 24 hours after the first installation. Thanking the user for downloading your app and then reinforcing the app's value proposition or introducing them to a major feature is a tried and true strategy.

If a user installs a home automation app, for example, you can send them a push message thanking them and providing a link to begin the process of configuring their house in your app.

Successful app marketers go a step further and create an onboarding sequence for their users. Having an effective onboarding flow takes the user on a tour of the product, pointing out important features and explaining when and how to utilize them. Onboarding that is well-thought-out boosts engagement and creates trust, making it simpler to ask for permission to send notifications and other communications.

Getting app users to register with their phone number or email address is highly beneficial for future marketing efforts. This will aid cross-channel marketing efforts and provide you with another channel to interact or re-engage your user.

It may be fair to provide a conversion incentive upfront, depending on your app. If your app allows users to buy clothing, for example, give them a limited-time coupon to encourage them to shop through your online channel.

After you've activated your user, consider how you'll retain them as a user in the long run.

Mobile App Retention

Keeping your users engaged is a long-term endeavor; retention is particularly essential because it is a significant element in determining a customer's lifetime value. Therefore, whether or not your efforts were successful.

Consider the following situation:

- 1,000 new users, 10% of whom stay for an average of one month, and
- 500 new users, 50% of whom stay for an average of two months

In the first scenario, your 1,000 new users decrease to 100, then half of them leave within a month. That's a total of 50 net users.

In the second, your 500 new users have shrunk to 250, and just a quarter have gone after a month. That's 125 net users, which is more than double the amount in the previous case, even though you only got half as many in the first place.

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We Are Cost Effective

At present we have three offices, our office for Sales & Support is in Dubai, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

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