

VAN-AL Enterprises Stresses Importance Of Mobile Apps For Businesses

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VAN-AL Enterprises Inc. has stressed the importance of using mobile apps for businesses. The company is known for offering technology to its customers, including lead generation and press releases. They feel that the importance of these apps is too often overlooked, something that they aim to change. Further information can be found on VAN-AL Web site.

Michael Sullivan, from VAN-AL Enterprises, says: "Mobile apps are hugely important. They help a business to effectively engage with their customers. Furthermore, it is an opportunity to offer them discounts and other loyalty incentives, thereby ensuring they keep coming back."

Through mobile apps, businesses can achieve one-to-one communication with their customers. Furthermore, they can push all important notifications to mobile phones. Notifications are read in 97% of cases, which is huge compared to the 4% of emails that are read. Thanks to mobile apps, a brand can be pushed to customers around the clock, as people tend to have their mobile phones with them wherever they go.

VAN-AL Enterprises Inc. has also released further information on the benefits of using mobile apps in a business. The full list with explanations can be accessed on [How to increase your sales with Mobile Apps Page](#). The list of benefits is quite long, and includes such things as giving customers GPS directions to the location of the physical store, the ability to create viral marketing by sharing apps, and more. Most importantly, it is an opportunity to get customers to come back and shop more.

"Small businesses in particular are increasing their sales using mobile apps," adds Michael Sullivan. "Some 1.2 million people access the internet using their mobile at any given moment. Yet 95% of business still don't have a mobile app. By 2017, we will have 5B activated smartphones, which means even more customers will exist. It is also known that 30% of shoppers will abandon their shopping cart if the site they use is not mobile friendly."

Through the [Downloads Page](#), customers can download sample apps to see if these are meaningful for their

own businesses. In so doing, they can experience firsthand whether it is important for them to go mobile as well.

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VAN-AL Enterprises Inc.

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