

# GlobalLogic

A Hitachi Group Company

## Driving **865%** sales growth with Adobe Analytics & AEM

A leading U.S. department store struggled with low mobile app conversion rates, poor customer engagement, and high cart abandonment. GlobalLogic redesigned the app with a modern, responsive experience and integrated Adobe Analytics to enable data-driven decision-making, improving customer satisfaction and omnichannel sales.

**865%**

increase in mobile  
sales

**+3**

stars app rating,  
from 1.5 to 4.5

**10%**

of total revenue  
now driven by app



## Challenge

The retailer's outdated hybrid app lacked the features and seamless experience expected by today's shoppers.

With a conversion rate below 0.5% and an app store rating of 1.5, **customer attrition was rising while competitors gained market share.**

The business needed a full-scale mobile transformation, incorporating advanced analytics to track user behavior, optimize engagement, and drive omnichannel growth.

## Value Created

- Developed a **modern, responsive mobile app** for iOS and Android with an intuitive, feature-rich design
- Implemented Adobe Analytics to provide **real-time insights into customer behavior** and purchasing trends
- Integrated **AI-driven personalization** to enhance user engagement and boost conversion rates

## Impact

- **Increased mobile sales by 865%** in one season, breaking previous sales records
- Improved customer sentiment, raising the **app rating from 1.5 to 4.5 stars**
- Strengthened omnichannel growth, with the **mobile app now driving 10% of total revenue**
- Enhanced marketing strategies through data-backed insights and **AI-powered personalization**