



# Digital Products

**Creating new revenue streams for growth-focused companies**

The use of digital products to safely and conveniently shop, dine, bank, and conduct everyday activities has become so immersed in our everyday lives that customers' expectations have shifted. An evolution in technology has led us here, beginning first with simple digital experiences (such as web to e-commerce) and steadily progressing to omnichannel (e.g., mobile apps, voice) all the way to where we are today: platforms with multiple digital products.

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**While each company has likely charted its own course to date, organizations that invest in developing new products with distinct revenue streams and an immersive customer experience will be well set up to meet demand and reap ROI over the long term. So, where do you begin? [Mobiquity can help.](#)**

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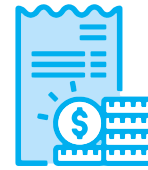
How can you create a digital product without knowing what's important to the customer?

**Digital products backed by user experience research and development**

Mobiquity helps you identify the areas of your business that are ripe for innovation. By conducting proprietary research and real-world testing, such as secret shopping, ride alongs, and other user research, we discover what truly matters most to your customers so that the product you create provides value, both for the end user and for the business.

# Benefits of implementing digital products

Whether you are creating new digital applications, platforms, or a combination of hardware and software, there are many benefits of introducing new digital products to your brand experience.



## New streams of revenue

The biggest advantage that digital products offer companies is net new revenue. It's not enough to simply provide a digital experience that complements your brick and mortar retail store or bank branch. Customers expect to browse, shop, research, and purchase using digital products.



## Increased customer lifetime value

Adding a digital product component to your existing product line can transition a customer from a one-off buyer to a subscriber or frequent flyer. Research shows that customers spend more money with companies that offer a digital component. Expand your offering with digital and reap the rewards of more purchases, more frequently.



## Customer acquisition, retention, and loyalty

Mobiquity research revealed that more consumers say they would switch from one brand to another solely because the competition offers a digital experience. Acquire and retain customer loyalty by providing them with digital tools that allow for self-service, convenience, and more control.



## Brand reputation and elevation

Companies that accelerate their business by adding digital products will see customer satisfaction skyrocket (if done right). This will enhance their brand's reputation in the market, boost their bottom line, and differentiate themselves from competitors.



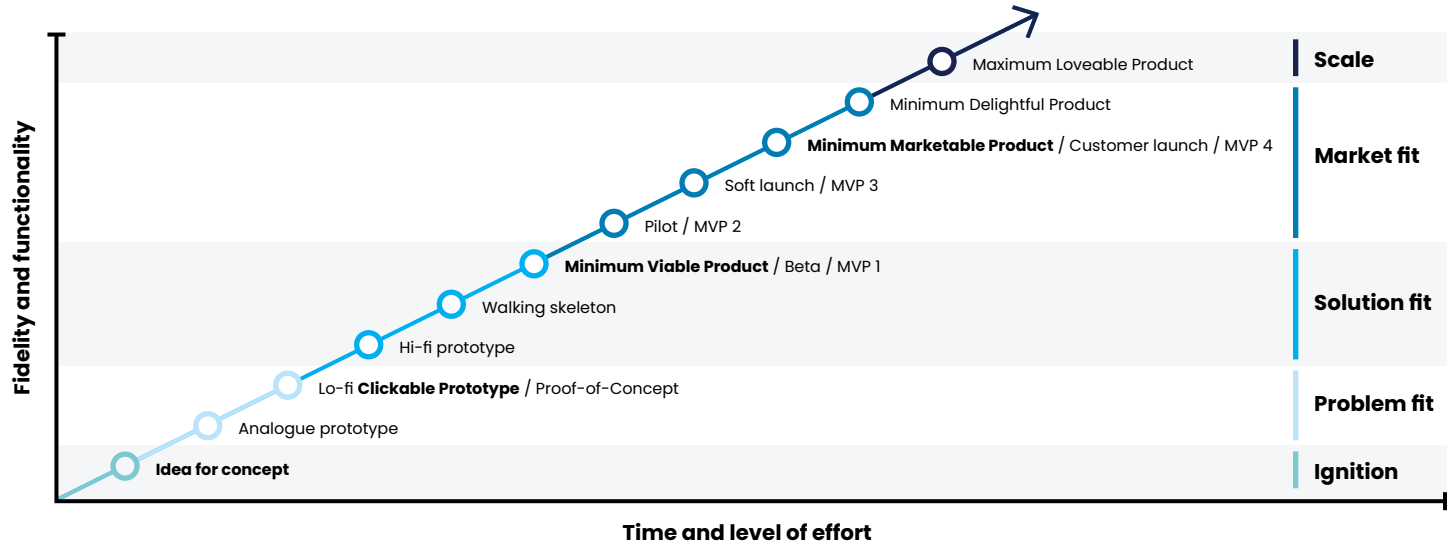
## Direct-to-customer sales

Rather than spending time and resources to bring the customer to your product, deliver the product directly to them. The value of DTC is evident. Save valuable costs and resources by enabling your customers to buy from you – not a third party.

# Mobiquity's approach to designing, building, and scaling digital products

From strategy and product management to design, engineering, and analytics, Mobiquity provides a full suite of services to help you launch your digital product offering and drive growth. Whether you're just getting started or looking for a partner to support a certain phase of your journey, Mobiquity offers services across the entire digital product lifecycle. The graph below shows our approach to the processes and outputs that we work against to enable the delivery of a digital product.

## We create clarity in your product evolution

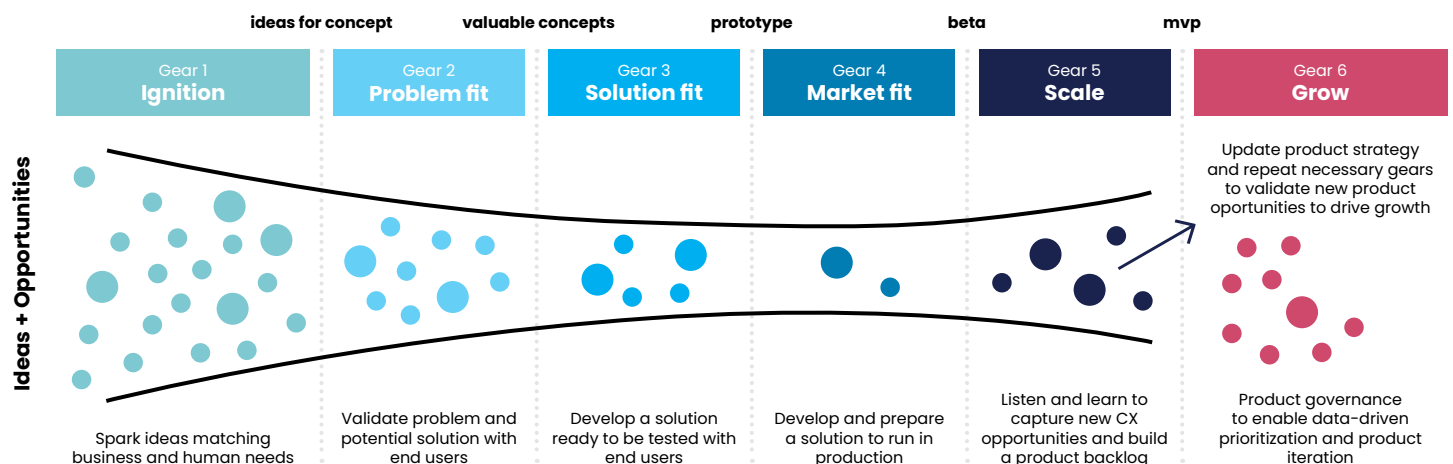


## Mobiquity's Digital Traction Model

Launching a new product into the market takes a lot of work and patience. But Mobiquity's Digital Traction Model helps bring order and process to your product lifecycle from start to finish. From ideation to build, market launch, and post-launch optimization, our model stitches together strategy, design, analytics, engineering, and marketing services to guide you through your product realization. We start by first considering your users' needs, ensuring that your product is human centric at its core. We then help to create processes and collaborative teams, leading you to build only what has value for your organization and your users. It's all part of the Mobiquity magic that leads to success for your customers, employees, and stakeholders.

### Full-service digital traction




Manage your product's overall lifecycle.



# Why Mobiquity?

Launching a digital product is complex. Mobiquity has a wealth of experience working with enterprise organizations to bring new digital products to market.

## Clients recognize Mobiquity for our:

-  Strategy, design, data, and engineering teams that work together to ensure your digital product is successful from every angle
-  Growth-focused mindset that enables your continued success and drives real business results from ideation through to post-launch adoption
-  Highly effective, integrated multi-disciplinary process for creating and developing prominent digital products and immersive digital product experiences
-  Post-launch governance that is outcome driven and customer centric
-  Respected thought leaders and subject matter experts
-  High velocity engineering methodology
-  Recognition from leading partners such as AWS
-  Digital Traction Model that is outcome driven
-  Well-known customer references in multiple verticals
-  Ability to onboard millions of consumers who use the digital products we've built every day

## Product launch is just the beginning

Understanding the customer is core to a successful digital engagement. Customer Experience Operations (CXOps) provides analytics informed by business objectives. Working with you, we deploy industry and domain expertise to develop meaningful analytics that tell a story about your customers.

CXOps also includes traditional cloud operations capabilities such as cloud governance and monitoring. However, instead of these cloud metrics being overly technical, they are contextualized with business and customer impact to help you make informed decisions. We have certified cloud engineers

who will fully manage your cloud environment and make recommendations to the core delivery team, ensuring everyone is rowing in the same direction.

Mobiquity's modern delivery capabilities allow you to quickly take action on these insights. Automation and Release Management help to mitigate risk associated with moving quickly. This enables your business not only to make informed, data-driven decisions quickly and confidently, but to take action on them and to understand outcomes.

**Ready to talk with a partner about your digital product? Contact us today to get started. [www.mobiquity.com/contact-us](http://www.mobiquity.com/contact-us) →**