

Shopkick Blows Past 15 Million Users, Doubles in One Year

By reinventing the shopper experience, shopkick is on track to drive \$800 million to \$1 billion in sales for its retail and brand partners in 2015, up from \$1 billion in the previous four years combined

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REDWOOD CITY, Calif., September 2, 2015 – Shopkick, the shopping companion app that makes in-store shopping more rewarding, personal and enjoyable, has blown past 15 million users worldwide, doubling its user base in one year. Shopkick's passionate users also spent almost two hours per month in the shopkick app during July 2015 according to Nielsen data. This made shopkick number one in engagement among top-tier shopping apps*, far exceeding time spent on Amazon and other large retailers' apps, which together averaged a half-hour of engagement per user that month.

"If you stacked all of the gift cards that users have received from shopkick, the pile would be 18 Empire State Buildings, or over four miles, high. That's 15 billion Kicks, or \$60 million, that we've rewarded to shopkick users just for shopping how they want to shop," said Cyriac Roeding, co-founder and CEO of shopkick. "From saving time, money and earning rewards, to discovering the things you are looking for or otherwise would have missed without shopkick, we are reinventing the shopping experience by transforming *a store*, into *your personalized store*."

Along with overwhelming consumer satisfaction and retention, shopkick now has more than 300 large brand partners including Procter & Gamble, Unilever, Kraft and Pepsi, as well as 25 retail partners, including Macy's, Best Buy, American Eagle, Sports Authority and JCPenney.

By dramatically improving the shopping experience for consumers, shopkick's retail and brand partners have seen directly measurable increases in engagement and sales. Customers who start using shopkick make 26% more purchases at shopkick partner stores, compared to exactly matched customer control groups that did not use shopkick.

In total, shopkick generated a cumulative \$1 billion in assisted revenue for its retail and brand partners from 2010 to 2014. In 2015 alone, shopkick expects to drive an additional \$800 million to \$1 billion in sales. To date, 52% of all sales driven by shopkick have been proven to be purely incremental. Of those, 74% came from new customers that shopkick introduced to its partners, while 26% came from increased loyalty of stores' existing customers.

As a pioneer of beacon technology, shopkick has more than 20,000 shopBeacons® installed at more than 14,000 large stores, allowing users to be rewarded for the simple act of visiting a store. These Apple iBeacon™-compatible devices emit a patented, encrypted signal, using a combination of Bluetooth Low Energy (BLE) and ultrasound technology, which shopkick users and retailers' own apps can pick up. Shopkick has driven over 90 million store visits and 140 million direct product engagements from users scanning its products from among the aisles at stores.

Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

*Source: Nielsen Mobile NetView, July 2015. Time per Person for shopkick compared to Time per Person averaged across the top 10 U.S. Shopping/Commerce apps ranked on Unique Audience (excluding shopkick)

About shopkick, Inc.

The shopkick app is the #1 mobile shopping companion that helps users save money and get rewarded. At home or at stores, shopkick users find the best deals and trending products, all while earning rewards for everyday actions like store visits, product scans and purchases.

Ranked by Nielsen as the most widely and often used real-world shopping app, shopkick counts some of the world's most recognizable brands as partners, including American Eagle Outfitters, Best Buy, JCPenney, Macy's, MasterCard, The Sports Authority, VISA, Procter & Gamble, Mondelez, Revlon, Unilever, Pepsi, Kraft, HP and more. The Redwood City-based company was initially funded by Kleiner Perkins' iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn and investor in Facebook.

In October 2014, shopkick was acquired by SK Planet, the South Korea-based mobile and commerce leader, and together they are on a mission to build the #1 online-to-offline commerce company in the world.



RELEVANT LINKS

 [shopkick website](#)

http://shopkick.com/?utm_expId=31844936-2.DCxBLb4gTsm0wwWEELtEdA.0



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<https://www.facebook.com/SHOPkick>



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IMAGES



SPOKESPERSON



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ABOUT RCKT. ROCKET COMMUNICATIONS

RCKT. is a full service communications agency from Berlin.

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology
We share our passion and go the extra mile
We always stay calm and humble
We love freedom and allow to be different and brave
We keep our word and deliver what we promise

This is the ABC of communication.

Agenda

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

Branding

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

Content

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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