



FASHION  BUG
LOOK GREAT. SPEND LESS.

inStream

Case Study

Fashion Bug Mobile Application

Business Challenge

Recognizing that positive interaction with consumers drives sales, Fashion Bug, a leader in women's clothing, challenged inStream to develop a compelling mobile application to complement its customers' in-store and online shopping experience. To successfully connect with consumers while they are on-the-go, the application needed to be interesting, easy to use, and deployed across multiple Smartphone platforms.

inStream Solution

inStream leveraged its mobile marketing platform to quickly launch Fashion Bug's iPhone application and to create a development roadmap for broadening the application to other Smartphones (Android, Blackberry, Windows). Key features of the application include a store locator, seasonal catalog, special promotions and offers for mobile shoppers, and a direct link to Fashion Bug's Facebook page. This comprehensive approach strengthens Fashion Bug's ability to optimize future customer targeting, messaging, and channel utilization.

Program Result

The Fashion Bug iPhone app launch was a success, with several thousand downloads in the first two weeks of launch. Fashion Bug was able to quickly engage its customers with value-added offers delivered to their iPhones. inStream's integrated approach to application development and the phased roll-out plan make it easy for Fashion Bug to scale its custom application to other platforms including the Android and the iPad in the future.

