Shopping Apps by GoodBarber: The future of eCommerce is here!

A single powerful and intuitive tool to conquer 3 sales channels: iOS, Android, and Web

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@GoodBarber gives independent businesses the opportunity to create a shopping app able to compete with the big brands, for a cost divided by 10.

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October 22nd, 2019. GoodBarber is proud to announce the release of its new product dedicated to eMerchants: Shopping Apps.

App Builders pioneer since 2011, GoodBarber offers its clients an intuitive tool allowing them to create powerful mobile apps without any technical knowledge. Today, more than 30,000 apps use GoodBarber.

GoodBarber lowers by 10 the cost of owning a Shopping App.
GoodBarber gives now independent businesses the opportunity to create a shopping app able to compete with the ones of the big brands, for a cost divided by 10. Any entrepreneur can now sell their products on mobile, instantly and with the latest technology, starting from $35 per month.

Mobile is the #1 online sales channel*
In most parts of the world, mobile represents 50% of online transactions. Used at the beginning to search for products or compare pricing between shops, it is now its own sales channel. Services such as Apple Pay and Google Pay simplify the payment process. They contribute in making the mobile the #1 online sales channel.

3-in-1 eCommerce solution - 100% of the market covered
From a single tool in SaaS mode, GoodBarber Shopping Apps are present on all sales channels. Mobile native apps, with an iOS app and an Android app. Mobile web and traditional web with a Progressive Web App which benefit from indexation on the search engines and therefore an increased visibility. On each channel, the shopping journey is unbeatable.

70% of clients prefer Shopping Apps*
The Shopping App experience is always superior. Retailers who own an app register 70% of their online transactions on it. With a GoodBarber Shopping App, the buyers only log in

once. When they come back, from an email or a push notification, they resume their shopping exactly where they left off. At checkout, they experience the true 1-Click purchase.

1-Click payment with Apple Pay and other digital wallets
In a shopping app, having to enter contact details during checkout scares buyers off. It's even more true when it happens on a smartphone screen. The GoodBarber 1-Click technology removes this obstacle and helps in driving sales, especially on mobile. GoodBarber Shopping App natively integrates Apple Pay and other digital wallets, simplifying the buyers' life, on mobile and desktop.

A Shopping App always at the edge of the latest technology
Retailers using GoodBarber customize their app from a SaaS software.They benefit from GoodBarber continued R&D and are guaranteed to build an app at the edge of the latest technological innovations. They offer their clients a shopping experience that can compete with the ones of the most innovating big brands in their sectors.

Built-in SEO / ASO: notoriety on the Stores, visibility on Google
With GoodBarber Shopping App, retailers are present everywhere: in the App Store and the Play Store with their iOS app and Android app; In the search results on the web with their Progressive Web App. All the pages of a PWA are indexable by Google. Each product has a universal link allowing its search on the web or on the app if the later has already been installed on the user's smartphone.
 * Source Criteo. Global commerce review USA Q1 2018

Book an online demo

About GoodBarber

GoodBarber is a tool allowing you to create powerful native apps and Progressive Web Apps with the best design and the best user experience. Founded in 2011, GoodBarber is the leading App Builder on the european market. Today more than 30,000 apps use GoodBarber.

By reducing considerably the cost of creating an app, GoodBarber makes the best mobile and web technology available to everyone. Our users always stay one step ahead thanks to the continuous R & D to which GoodBarber is dedicated.

Since day one GoodBarber never ceased to evolve, first designed for content editors, then quickly growing to answer the needs of new users, giving communities and retailers the opportunity to create apps with an exceptional user experience.

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