

Media Contact:

Atomic PR for shopkick
Martha Shaughnessy
415.593.1400
martha@atomicpr.com

**From Browsing to Buying, shopkick's New iPad App Makes Shopping More Interactive
from the Couch to the Cash Register**

Adapting to Cross-Platform Consumption Habits Supports Physical Retail

PALO ALTO, Calif. (March 21, 2013) – [Shopkick](#), the most widely used real-world shopping app, today releases an iPad app to make an increasingly interactive shopping experience across mobile devices and into the physical store. Users can window shop at home, browsing content from shopkick's "lookbooks" and accruing rewards on the home's best planning device: the iPad. The iPad app perfectly positions shopkick for new feature rollouts that will deepen the social shopping experience and boost the contextually aware digital layer shopkick adds to the physical shopping world.

"Consumers love to use their iPad at home on the couch, and their phone at the store, but they are the same person, and they want the same app to solve all their shopping needs," said Cyriac Roeding, CEO of shopkick. "We're working toward integrating discovery, payment, loyalty, promotions in one app across mobile platforms, and retailers welcome that. They want to be relevant in shoppers' new multi-screen environments. shopkick delivers the right touch points at the right moments in a shopper's journey from couch to cash register."

In 2013, Forrester Research predicts that the web will influence \$1.3 trillion dollars of in-store sales, more than five times of the \$230 million that will be spent online this year. People are spending more time online via apps than traditional web: 70 minutes per day on the web vs. 127 minutes each day from a mobile device. More statistics on shopper behavior can be found the "Mobilizing the Shopper" infographic released by shopkick today: www.shopkick.com/infographic/iPad.

According to a recent survey by [Adobe](#), "whether it be leisurely surfing the web, engaging with video, or shopping online, on average internet users view 70% more pages per visit when browsing with a tablet compared to a smartphone." This bodes extremely well for shopkick's new iPad app, because Shopkick's users have already viewed over 1 billion products in the app within the first three months as after its October 2012 3.0 launch – a number that previously took shopkick one-and-a-half years to reach with its former version. Users now look at more than 100 products per day on average, vs. 5-8 products in the prior version.

The iPad provides an optimal viewing experience as shoppers browse the popular, content-rich and timely "lookbooks" featured in shopkick 3.0, and users browsing through them will accumulate "kicks™," shopkick's cross-retailer reward currency.

Shopkick is available for free on the iPhone from the App Store at www.itunes.com/appstore/ and for Android from Google Play at <https://play.google.com/store/apps/details?id=com.shopkick.app>. See how shopkick works here (video): <http://youtu.be/ejx1LdgcUPA>.

About shopkick, Inc.

shopkick, Inc. is the largest real-world shopping app, and the first mobile application that hands consumers high-value rewards, offers and exclusive deals at its national retail partners simply for walking into more than 7,500 stores and malls, and for interacting with partner brand products at over 250,000 locations nationwide. In 2012, Nielsen rated shopkick the most widely and often used real-world shopping app, ahead of any physical retailers' apps. Shopkick is the only 100% performance-based marketing platform in the physical retail world, with measurable foot traffic and transactions at stores. Its first profitable quarter was reached in Q4 2012. The app grew to 4 million users in little over two years. The free shopkick app is available for the iPhone and Android.

Shopkick's growing Partner Alliance includes American Eagle Outfitters, Best Buy, Crate and Barrel, ExxonMobil, Macy's, MasterCard, Old Navy, Simon Property Group, Sony, The Sports Authority, Target, Toys"R"Us, The Wet Seal, Visa, Procter & Gamble, Kraft Foods, Revlon, Unilever, Levi's, Intel, HP and more. The Palo Alto-based startup is funded by Kleiner Perkins' iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn, and investor in Facebook and Zynga. In 2012, the World Economic Forum (WEF) named shopkick a Tech Pioneer, an honor previously given to Google, Twitter, and Wikipedia.

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