

Launch mobile version of your online shop with zubibu.com just in time for holiday season!

In light of recent rapid development of mobile technology many online merchants consider investment in mobile commerce. Unfortunately, building custom m-commerce app or mobile optimized website costs anywhere between \$5,000 and \$150,000 and is too expensive for most small and medium online shops. zubibu.com makes mobile commerce available for every online merchant by bringing affordable subscription-based mobile shops to the market. zubibu.com builds professional mobile shopping site within minutes and integrates with most popular e-commerce platforms to download product information.



In recent years, e-commerce has experienced a period of rapid growth. In developed countries, it is already an important alternative to retail. This rapid growth goes hand in hand with the search for effective ways to reach customers. Development forecasts for e-commerce market presented by experts from Morgan Stanley http://www.morganstanley.com/institutional/tech_research/pdfs/MS_Internet_Trends_060710.pdf suggest that mobile commerce can achieve in the coming years an even higher level than e-commerce. The coming wave of mobile customers can already be seen in online shops, with more and more visitors using modern devices like the iPhone, iPad, or Android-based phones. Mobile commerce is going to be \$20B+ market within the next 5 years, so no online merchant can ignore this huge opportunity. Most of the existing shops are not suited to handle such customers, and building

a custom mobile shopping app or mobile optimized website is too expensive, as it costs between \$5,000 and \$150,000 depending on requested functionality.

zubibu.com brings online shops to mobile audience. The company wants to help online merchants and their customers to take advantage of modern mobile devices. Their service allows everyone to launch professional mobile commerce site within minutes. All products and their photos are imported from merchant's online shop and after embedding a piece of code into the shop, mobile visitors see a specially adapted mobile version of it.

The main objective while designing mobile version was the ease of use. The shop can be conveniently used with the finger touch and

contains only the most necessary features, in order to save space on small screen. What is extremely important for mobile customers is how fast mobile shops work when using cellular network. zubibu does not disappoint in this regard and all shops work well on both 3G and EDGE networks.

One of the greatest features that zubibu provides is saving customer's address details directly into the phone. Address form in the basket is filled with a default address hint from the previous visit, which saves a lot of time. What's more - filling out the address is also active in other shops using zubibu, so it is enough to type the address only once, which greatly improves conversions!

Extremely important element of a successful business transaction is adjusted payment screen. Payment operators offer sophisticated payments screens, which are uncomfortable on the small screen. With this in mind, zubibu integrated specially tailored mobile payment system, which certainly will not hinder the customer's purchase.

A major advantage of this solution is that zubibu.com allows you to customize your shop to

the needs of mobile customers in a revolutionary time. E-retailers do not need to pursue new customers in order to take advantage of the service. Those customers are already visiting their shops, but now with zubibu.com they do not need to leave empty-handed. From now on the customers will be satisfied with the services with minimum costs for shop owner, because zubibu.com offers low-cost monthly subscription. The zubibu team constantly

works on improving mobile shops and prepares support for new mobile devices in the coming weeks.

For more information, please visit www.zubibu.com

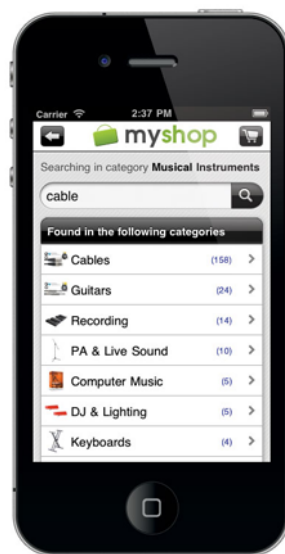
Key features of zubibu



Aesthetically designed main page contains search bar, featured products and main categories components



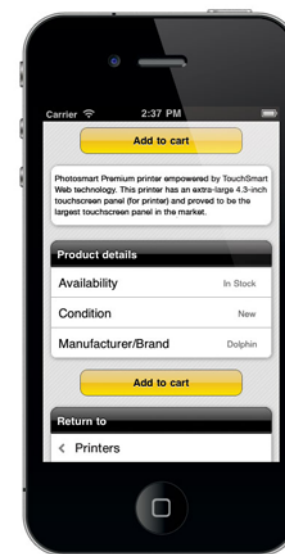
The bottom of main page consists of links to information pages and a slider which enables switching to traditional shop view.

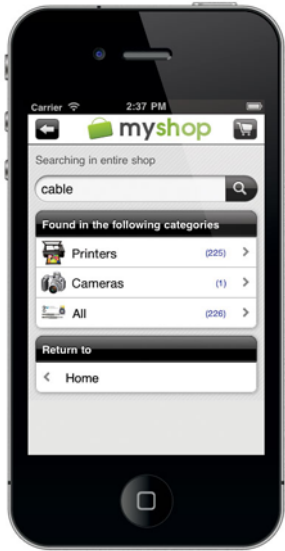


Depending on the number of search results, shop displays categories or products with photos.

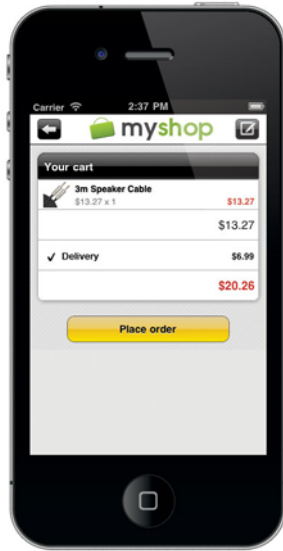


Product page consists of large photo and a product description. 'Add to basket' buttons are displayed above and below this description, so there is no need to go back after reading the description. At the very bottom there is a component which allows to return to an earlier stage of the navigation - this element is displayed on most screens in the shop. Return to the previous page is also accessible from the button at the top left





Using a search bar and browsing the category looks very similar, these are two alternative methods of viewing the shop.



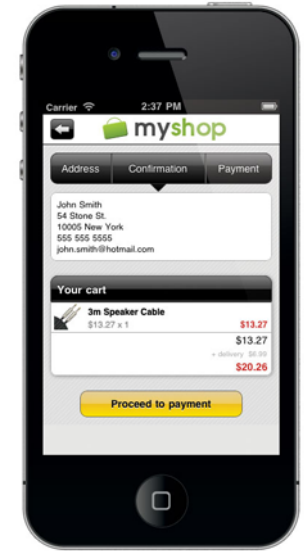
Clear shopping cart with the ability to edit content



Ordering process consists of three simple steps which are designed for touchscreen interface. The customer needs to fill the form only for the first time.



When customer comes back data is read from a previously recorded transactions. This information is stored locally on the phone, and it is automatically used for all zubibu shops



The customer confirms the order and proceeds to payment area which is optimized for mobile devices.

4 steps to your **mobile** shop

- 1 Sign up at www.zubibu.com
30-day free trial and low monthly fees
- 2 Import your product feed
Shopping.com and Shopzilla formats are accepted
- 3 Configure online payments
PayPal and Moneybookers systems are available
- 4 Embed zubibu code into your shop
your mobile customers enjoy rich shopping experience



www.zubibu.com