



You can now avoid Apple & Googles 30% In-App purchase charge and sell your products online from your own Smart eCatalogue!!



ITunes App Store (Apple)

Apple's Unsatisfactory In-App Purchase Policies

To avoid Apple's 30% cut, many businesses involved in eCommerce require users to purchase products directly from their website instead of within their eCatalogue

"Because Apple's rules allow users to redeem outside purchases inside an app, developers have often used this as a way around the 30% cut for Apple. As a result, many businesses involved in eCommerce have "dumb" apps that can't do anything until you've made a purchase outside the app which is not ideal"



Google Play (Android)

Googles Unsatisfactory In-App Purchase Policies

"For In-app products that you sell on Google Play, the transaction fee is equivalent to 30% of the price. You receive 70% of the payment. The remaining 30% goes to the distribution partner and operating fees"

Imagine the increased business you could achieve with a Smart eCatalogue without your customers even going to your Website.

You bring your Website to them!!

We can provide you with a Smart eCatalogue that;

- Works on all Mobile devices as well as desktop computers
- Has a one-step Shopping basket to make it quick and easy for your customers to buy your products
- Checkout using Credit card or PayPal within your Smart eCatalogue

ALL THIS - without Apple or Google taking 30% of your sale.

Google Analytics has shown that using Smart eCatalogues engages and substantially increases the customer browse to conversion rate on mobile devices. You can now distribute your Smart eCatalogue to an infinite number of customers with Videos, Links and including all the eCommerce Shopping Basket functionality by the four options below;

- **Email**
- **SMS text messaging**
- **Dynamic QR Code**
- **Interactive Print**

This is how cost effective a Smart eCatalogue can be when you place your print with Newnorth

Pagination	Set up fee	Hosting fee (£25 per month)	Product Quantity (2 products per page x £1 each)	Total price	Standard eCatalogue with no Shopping basket or products
16	£199	£25	£32	£256	£149
32	£249	£25	£64	£338	£149
48	£299	£25	£96	£420	£149
Unlimited	POA	POA	POA	POA	POA

To pay for the Mobile Smart eCatalogue Distribution program across all mobile devices there is a charge per Email or SMS sent in each campaign (the Outgoing Data Transfer Rate increases in relation to the size of the mailing list). We can also produce traditional stand-alone printed products as well as the Smart eCatalogues / eMailers / eBrochures / eLeaflets.

Call me to see how we can help you convert more prospects into customers.

Albert Kampta- Sales Director Tl 01234 333718 email albertk@newnorth.co.uk