

## Chapter 1 : U.S. money transfer or payment app or service loyalty | Statistic

*The Mobile Payment & Loyalty App Guide details the exclusive features of mobile apps across various platforms. In this guide, we tapped into our audience to bring you exclusive industry insight from restaurants, retailers, and third-party providers.*

Smartphones have become more than just texting machines; they are now mini-computers, personal assistants and virtual shopping carts. More and more consumers would be lost without their smartphone, relying on it to get through the day. Given the advances and rapid rate of new technologies, smartphones have become essential to how we live our lives. Technologies including mobile wallets, on-demand apps, a new era of digital assistants, and enhanced connectivity through near field communications NFC and Bluetooth are transforming the way consumers interact and rely on their phones. The following takes a closer look at the top five mobile payment trends for 2017.

**Mobile payments take the stage:** At one-fourth the U.S. Using NFC technology, mobile wallets will exceed consumer expectations for convenience in 2017. With all the major players in the mobile device industry having delivered their own version of the mobile wallet e.g. Apple Pay, Android Pay, Samsung Pay, and Apple Pay alone reporting a growth of one million new users per week, this technology will continue to convert users in the coming year. Mobile devices will drive the on-demand economy in 2017. In many instances, consumers want their orders within just a few hours. In 2017, consumers will opt to purchase or reserve items, track the status, receive updates and facilitate pick-up all from their smartphone. These real-time capabilities available through the smartphone will bolster the on-demand economy in the New Year.

**Bluetooth on the rise:** Bluetooth will expand in 2017. This sets the stage for using Bluetooth in conjunction with mobile payments. Having gone through the initial hurdles of the adoption process these past few years, Bluetooth is now at a mature point and ready for widespread consumer adoption in 2017.

**A new kind of personal assistant:** Digital assistants will spark a new kind of relationship between consumers and their smartphones in 2017. Using data from Google, the new mobile device personal assistant is capable of connecting all that information and providing consumers helpful insights based on online habits, searches and behaviors. From alerting users of special deals on the products they use, to notifying them of new products they may like and where to find them, the modern personal assistant is as convenient as it is useful. This will further intensify consumer dependency on their mobile devices in 2017 as they interact with their smartphones on a more personal level.

**Innovations in mobile technology will drive the sharing economy in 2017.** The new sharing economy will continue to morph into our everyday lives in the coming year as consumers increasingly demand fast and easy ways to share services. For instance, new apps are popping up every day, offering all kinds of conveniences and things we never knew we needed. The profusion of on-demand apps and other mobile technologies will continue to facilitate the sharing economy in the coming year. And like many that have come before you and even more that will come after you, the convenience and improved experience provided by mobile payment technology will make you a believer.

### Chapter 2 : QLED TV (Q7F Series) | Owner Information & Support | Samsung US

*Most secure money transfer or payment app according to users in the United States as of July U.S. opinion on most secure money transfer or payment app*

Previous Next Mobile Apps: How to Upgrade Your Customer Loyalty Emerging as the next marketing super tool, mobile app use is growing alongside the rapidly developing world of mobile commerce mCommerce. The average consumer spends minutes in mobile applications a day, responding to emails, browsing Facebook, and searching for places nearby Streetfight Hyperlocal. We will even be so bold to call it imperative. But, and this is a big but “ to keep up in the fast-paced competitive mCommerce race, simply having a mobile-friendly site is not going to be enough when your competitors are already reaping the benefits customer loyalty with mobile apps. Mobile App Speed See more on Know Your Meme Mobile apps are simply much faster to use than a browser app, which is an obvious advantage. That makes it a total game changer when it comes to mobile shopping and other types of mCommerce. Consumers that like to make purchases happen quickly this especially applies to our topic of customer loyalty, those who return time after time appreciate the convenience of a fast application that gets the job done quickly. The importance of speed, literally cannot be understated. Look at the following statistics from eConsultancy: Advanced Functions You know those little beeps you get all day as your mobile device sends you alerts and notifications from your favorite apps? Notify your customers of last minute deals, scan QR codes, or customize notifications based on customer preference i. Branding Opportunity Creating a unique branded app icon is an incredibly effective way to imprint your brand into the mind of your customers. Now, imagine your customers developing that same familiarity with your brand. One of the fears of many businesses is that the investment into the mobile app could be too great or not pay off. Realistically, this is not the case. While metrics for mobile commerce conversions have been the focus of attention for a while, the new focus will be on actual in-app mobile conversion rates. Compare this to the conversion rates from other marketing channels and you can see the potential ROI. Offering customers incentive to become repeat customers or refer others to your business motivates users to become more active with your business. Take a look at the following statistics: Store Mapping This technology feature is especially useful for retailers that have a very large store. Price Comparison Provide data and shopping information for your users in a way that is convenient and easy for them. Common features such as price comparisons, advertising average savings, and promoting holiday sales promotions and coupons are effective marketing tactics made easy with mobile apps. Wish list Give your website visitors something to get excited about. Building an online wish list or shopping list builds anticipation. Sweeten the deal by sending online alerts when an item on a visitors shopping list goes on sale. Learn more in our mobile advertising blog. Understand that a successful mobile app is one that reaches out to its users at every available opportunity in order to improve your product, which in turn increases the likelihood your product will be recommended to others. Contact us today to learn how we can help you make this a reality for your business.

### Chapter 3 : Pivotal Payments | Debit & Credit Card Processing for Businesses

*The following takes a closer look at the top five mobile payment trends for Mobile payments take the stage: At one-fourth the U.S. population, millennials will lead the charge to do away with credit cards and opt for the easy and seamless experience of mobile wallets.*

### Chapter 4 : Google Launches Loyalty API For Android Pay | [blog.quintoapp.com](http://blog.quintoapp.com)

*Payment Methods Google Launches Loyalty API. Posted on June 5, Share. Tweet. Share. Share. which lets people make payment in app or online with any credit or debit card saved in.*

## Chapter 5 : Mobile Apps: How to Upgrade Your Customer Loyalty â€™ Crocodile Digital

*Paid loyalty programs provide an exclusive feel by incorporating a monthly or yearly fee that members pay for access to special services, discounts, or unique opportunities. Although the customers these programs draw may require more coddling, the increased transaction value is substantial.*

## Chapter 6 : PayPal Payments - PayPal Developer

*The days of plastic cards, key tags and punch cards are disappearing. Frequent flyer clubs and shopping rewards programs are going mobile. This research center covers how mobile marketing and loyalty programs are helping customers interact with, and benefit from, the brands they trust using their mobile devices.*

## Chapter 7 : Loyalty Programs | Mobile Payments Today

*Like the Starbucks app, it is a lifestyle app that keeps Walgreens top of mind with its customers. And, you can't talk about loyalty programs without mentioning Amazon Prime.*

## Chapter 8 : 5 mobile-payment trends to watch in | Mobile Payments Today

*I recently upped my Apple Pay game, however, by jumping into the fun world of digital rewards and loyalty cards. These cards have been supported on the iPhone since iOS 9, and make it extra-easy to earn bonus points on your purchases at select stores.*