

# g'pxl

Creating for all tastes



Gourmet Pixel Ltd.

## Case Study: ShakeAway iPhone App



Over 14,000 downloads a month!

User Sessions	113,511
Downloads	29,393
Average session	4.2 minutes
Competition Advert CTR	Over 30%
User Interactions	308,405 times
Average new users	Over 14,000 a month
eCPC	£0.05
Total Brand Exposure	7,567 hours

### Overview

In late 2009 ShakeAway contacted Gourmet Pixel looking for a way to connect with their customer base on the iPhone and iPod Touch. After some consultation and discussion we came up with a solution.

The app's main feature was a random ingredients shaker, which allowed the users to generate a random milkshake recipe from the huge range of over 150 toppings that are available at the ShakeAway shops throughout the UK.

Other features include the ability to find nearby shop locations and also view the full menu.

The app is a base that can be built upon, an example of this is an update that we put out to coincide with the competition ShakeAway were running. The competition called for customers to send in photos of themselves and lucky winners would have their photos featured in a new Pop Video for the ShakeAway song. With the update, users were able to take a photo of themselves using their iPhones, and submit to the competition right from within the app. We are continuing to work closely with ShakeAway to bring more exciting content to their customers.

### Results

The app was an immediate success, achieving an average of 14,000 downloads a month. This number continues to grow every month at a rate of nearly 30%. As of April 2010 over 113,000 users have downloaded the app, and they use it for an average of over 4 minutes per session. This means that ShakeAway customers were interacting with the app - all the time being exposed to the ShakeAway brand and products - for over 7,000 hours in total.

The competition that we incorporated within the latest update achieved a Click-Thru-Rate of over 30%, way above the that of standard mobile ads, at around 1 to 2%. This is due to the advert being highly targeted to a specific audience.

The app was developed at a cost of £2000.

Based on the numbers achieved so far that would result in an eCPC of just 5p.

### Testimonial:

"We know Apps are a great marketing tool and we have the perfect target audience who use them. We discussed ideas with several designers but Gourmet Pixel stood out from the crowd and really "bought into" the concept of our business to design an App which fits perfectly. With more than 2,000 downloads in the first few days and five star reviews from users, Gourmet Pixel have done a superb job for our first App." - Rob Hazell, Shakeaway co-founder.

## Creating apps, for all tastes.

Founded in 2008, Gourmet Pixel Ltd (GPXL) is a specialist design and technology company. Working with clients from within both the B2B and B2C arena, GPXL has years of experience of helping clients make sense of ideas from 'off the page' and the 'cutting room floor', developing them into tangible marketing and design collateral. GPXL design and build technology solutions from websites, iPhone and mobile applications to back-end enterprise systems.

GPXL uses its proficiency within the online and mobile environments to help companies implement the right solution, bridging the gap between business benefit and IT. We take the raw materials of technology, products, and services and turn them into new revenue opportunities – faster and more efficiently than conventional design agencies or technology companies.

Due to the success of both the iPhone and the AppStore, our business now focuses 100% on the iPhone and iPod Touch application market. We develop our own in-house products as well as bespoke apps for clients. This is an area that excites us greatly and we feel it allows us to excel in creating innovative and functional products and solutions. Being a young dynamic and agile team, we are able to work swiftly and effectively with none of the constraints that are associated with larger corporations. All of the work we undertake is personal to us and we are dedicated to creating the right solution to the highest standard.

GPXL are officially certified by Apple as developers of iPhone, iPad and iPod Touch apps.

## Our Apps

We have created a number of apps for iPhone, since the platform first originated in 2008. Our first app was a lottery based app that allowed users to generate random numbers. This was a free app that allowed us to gain an understanding of the whole process of creating apps and organising distribution through Apple. The app went on to achieve in excess of 250,000 downloads.

Our first successful retailing app was a Formula One based news and information app called Go Go Go! We reached the number 1 position in the sports charts in the UK and a number of countries around the globe. The app was highlighted by Apple globally as a new and noteworthy application.

Building upon this success, we negotiated a licensing contract with Haynes publishing to bring some of their content to the iPhone and iPod Touch. We created the Haynes Car Tips app, a general car maintenance application that allowed the users to view basic maintenance information and videos. The app also allowed users to save each of their vehicles to the app, and information on them such as when the tax or insurance are due. We are currently preparing material for a US launch of the app, along with continuing improvements and additions.

Earlier this year we created an app for highstreet milkshake retailers ShakeAway Ltd. The free app allows users to shake the phone to create a random combination of ingredients for their milkshakes. It has been a great success with an average of over 10,000 downloads a month. Recently we created an updated version that included the ability for the users to submit a photograph of themselves for the chance to have it featured in a new pop video.

We have recently launched 2 new apps, the first a 2010 Formula One based app called Pit Pass. The second is an upgraded retail version of a national lottery based app that allows users to shake for random numbers, save their numbers and have the app automatically check their numbers against results.

We are working on a number of new projects for big brand clients that we hope to launch within the next few months.