Introduction to Activ Apps

Activ Apps is a Mobile App builder solution for small and medium businesses. The platform enables bespoke apps to be created for an affordable cost – with no need to hire costly and time consuming IT developers. Incorporating fully transactional e-commerce, reservation functions and loyalty programmes, the multi-functional apps can be created for all type of businesses, across a multitude of sectors.

Following consultations, Activ would build the app to your requirements using a variety of **Gadgets** which provide the standard functionalities found in apps. These gadgets have been developed to suit all market sectors and include a fully transactional product catalogue with multiple images and text, shopping cart and secure payments with a selection of payment gateways, plus a back end order management system, calendar reservation and appointments booking with resource management, a form editor gadget for surveys or feedback, and a digital loyalty stamp facility to reward regular custom. All Apps can be fully branded and customised to match the businesses' brand persona and sync with social media accounts too.

The online dashboard provides the ability to easily upload and amend content, which updates the App with instant live auto updates when required.

All App content renders dynamically according to the type of device on which it is being viewed (PC, Smartphone, Tablet) and the Apps are usually published on the iTunes store and Play Store within 3 – 4 weeks.

Our Prices

	24-month	36-month
Option One	No upfront cost	No upfront cost
	£150 per month	£110 per month
Option Two	£1,999 Upfront Cost	£1,999 Upfront Cost
	£54.99 per month	£49.99 per month

Additional Fees

Your app will need to be published in both iTunes and the Play Store to enable users with both Apple and Android devices to download your app. Upon completion of the design and development of your app, the below fees will need to be made directly to Apple and Google to enable your app to go live. The fees will need to be renewed annually to keep your app live.

	Annual cost ($)	Annual cost (£ - dependent on exchange rate)
Apple (iTunes)	$99 annual fee	£76
Google (Play Store)	$25 annual fee	£20

Market Comparison

	Set up Fee	On-going Costs
Bespoke App		
	Approximately £10,000 for the development of a bespoke app which includes e-commerce	Around £150 per month charge for hosting, security and support.
Community Apps		
	£840 one-off cost	16.8% commission on all orders made through the Website or App. 50pence fee per card transaction. Payment is made 1 week in arrears.
	£1,440 one-off cost	9 – 12% commission on all orders made through the Website or App. (% depends on restaurant location). Payment is made 10-14 days in arrears.
	No upfront cost	£2.50 per delivery, charge passed directly to the customer. 25 – 35% commission on all orders made through the Website or App. (% depends on restaurant location). Payment is made 2 weeks in arrears.

App Features

In-app Ordering

This gadget is fully transactional and enables users to buy items directly from your app through an "Add to Cart" function. Secure mobile payments can be accepted through PayPal, creating a complete end-to-end user experience.

In-app Purchasing

This gadget allows you to showcase your product range and give details of the full range of products and services you provide. This gadget can be used to create quotes, but the fully transactional functionality can be found in the "in-app ordering" gadget.

Loyalty Stamps

Reward your customers for their continued loyalty by using a digital stamp collector. Customers who have downloaded your app will have access to the stamp collector section and each time they make a qualifying purchase an employee enters the code into their app to reward them with a stamp.

POI Push Notifications

Using pinpointed GEO locations to alert your App users when they enter a specific geographic area. This feature enables you to set up a radius around your shop so users are automatically sent a message – perhaps a limited offer?

Table Bookings

Use your company's app to enable users to book tables or appointments. The gadget gives you the ability to provide slots which users can reserve. Email confirmations can be set up to automatically be sent out confirming the booking.

Radio & Podcasts

Link your app with multi-media formats including Radio and Podcasts. The media streams directly from the app, with no need to visit external websites.

Events

A calendar gadget to organise and advertise up-coming events. Users can request to attend events by filling out a form with their details.

Sponsorship

Link with existing Google Ads accounts to place adverts on your app, enabling adverts to appear which are relevant to the end user.

Social Media

Links to your company's social media pages, including Facebook, Twitter, YouTube and Flickr.

Information

Pages to provide information about your company, such as "About Us" and details of how to get in touch.

Gallery

Provide a showcase of images related to your business.

Website/Blog link

Embed links to your website and blog pages to create a fully integrated experience.

Weather

Insert a gadget into your app which shows the weather for the upcoming week, great for combining with push notifications.

Reviews

This gadget enables users to post reviews about your business (you have the ability to select which reviews appear in the app for other users to read).

QR Code

The QR code gives you the ability to generates QR codes for your links to directly send users to web pages, send an email or call a phone number.

About Activ

Activ is an independent provider of Mobile, Comms and IT services to small and medium businesses in the Northern England and Scotland. We're a local company dedicated to delivering the friendliest service – which is supported by our world class partnerships with networks and hardware & software providers.

Contact Details

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