Cobone, Etisalat join hands to improve remote shopping experience by Davidjeems

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On the face of it, the partnership gives exceptional incentives to subscribers of Etisalat More Rewards website of which is for More loyalty members. The numbers of deals bought will determine the points scored.

Mobile devices are becoming popular mode of snagging daily deals in the Middle East with team buying websites coming up with intuitive and user-friendly deals finding mobile applications for Emiratis.

Especially, the app by UAEâ€™s leading daily deal site Cobone is relishing at the real crescendo. Total 10,000 downloads were recorded within first week of its launch for iPhone, Android, and iPad environments.

â€œWeâ€™re excited about our mobile applications, because we see them drawing a new audience of mobile technology enthusiasts who can now check for daily deals on the go,â€• said Paul Kenny, CEO Cobone.com.

â€œCobone is the first group buying company to have a mobile application in Arabic and English which shows that we are truly catering for the local market.â€•

Among other things, this figure reflects the rising interest of bargain hunters in using handheld devices for hunting Dubai deals. Dubai is the prime consumer market in entire United Arab Emirates (UAE) and therefore a retail strategy has to go through a litmus test here in this part before being implemented elsewhere.

Apart from the mobile app, the group buying site that is known for making Dubai shopping budget friendly has added an electronics section featuring deals on smartphones, tablets, etc. for its increasing numbers of subscribers whoâ€™ve surpassed one million mark. The company has raked in $300,000 on the back this new venture.

Ecommerce is rapidly evolving globally especially in countries where internet usage is high. The e-retailers are expected to record $680 billion (AED2.49 trillion) sales this year, indicating 19 per cent over last yearâ€™s revenue, says JPMorgan.

The share of Middle Eastâ€™s market in this revenue figure is negligible. It is unfortunate for the time being but shows seismic opportunity. Though internet population in the gulf region is ramping up, yet only six per cent of internet users make shopping from internet shops, according to a research report from Real Opinions.

One can interpret launch of mobile app as a result of Coboneâ€™s closeness to the Emirati telecom giant Etisalat that connects 140 million customers across the world.

Under this alliance, customers enjoy reward points in using services of any of the companies.

â€œWe have worked extremely hard to put this collaboration into effect,â€• said Warrick Godfrey, Cobone.comâ€™s head of global marketing. â€œWe believe that we have created a system that will bene
huge numbers of Etisalatâ€™s More members and Cobone.com customers.â€•

On the face of it, the partnership gives exceptional incentives to subscribers of Etisalat. Its

exclusively designed More Rewards website is for More loyalty members. The numbers of deals bought will determine the points scored.

The more a customer buys, the more loyalty points he/she receive. Finally, theses points are redeemable for 3,000 products from 400 brands belonging to travel, shopping and other shopping experiences, according to a companyâ€™s statement.

Moreover, this collaboration has not only added value to Cobone Dubai but all the operational bases of the daily deal website. No doubt, this would also enhance participation of people in more loyalty program.

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