**Mobile Apps Increasingly a Key First Step Toward Purchase**

Mobile is rapidly transforming the holiday shopping season, and applications are taking a prominent role. According to a survey by Apptentive, nearly three-quarters of shoppers said they had accessed an app in the preceding month to shop before visiting a physical site to make a purchase. Given that importance, Oren Levy of Zooz offers tips on how to get the most out of a mobile app.

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