
Online supermarket delio debuts with Android and iOS mobile app

Since the beginning of October, shopping in the online delio supermarket can also be done with a dedicated application. It has been tailored to the key needs and behaviors of users actively using the mobile environment. Lite e-Commerce announced that in the future it will add more facilities to it.

Smartphones and other mobile devices have long since left laptops and desktops behind. According to the latest Digital 2022 report, more than two-thirds (67.1%) of the world's population use them daily, making more than 5 billion people. It is estimated that in Poland the mobile market represents over 26 million users. This figure is increasing year on year.

The average user of mobile devices uses them every day for as long as 4 hours and 48 minutes. They devote as much as 92.5% of this time to the use of mobile applications. Those related to communications and social media dominate, but more and more of us are using our devices to shop online. Mobile commerce is becoming the preferred purchasing channel not only in the world but also in Poland. According to the August survey performed by ARC Rynek i Opinia research institute in cooperation with Mokka, every second Pole (51%) already uses mobile devices for purchases, and as many as 40% use the apps on their phones for this purpose.

Mobile apps accompany us every step of the way. We use them in many aspects of our lives, from communicating with our loved ones to dealing with formal matters. Therefore, it was a matter of time before delio would see a dedicated application for mobile devices – says Aleksander Popek, CTO of Lite e-Commerce.

Shop with the app wherever you want

The application is designed according to the latest trends, making it easy to use, and product search is simple thanks to the optimized search engine. It also allows you to complete the ordering process started on the website, and vice versa. You can pay for your purchases, exactly like in the browser delio version, by card or BLIK.

We know that in today's world we have less and less time. Therefore, we strive to make the process of placing an order intuitive and easy for our customers. The idea behind our application development was very simple. We wanted to propose a solution that we would like to use ourselves. And it worked – says Feym Fliegner, CPMO in Lite e-Commerce.

The delio app is available to all customers. Just download it from the App Store or Google Play. The launch was preceded by closed tests in the "friends and family" formula, which allowed for optimizing the operational processes related to the implementation to the market. To

meet the needs of customers even better, developers announced that with the next updates, the app will be enriched with new features designed to increase the convenience of in-delio app shopping. This will include the ability to add products to favorites, repeat an archived order or filter by available tags.

The team working on the application combined knowledge from many areas, such as data science and modern design. Now it's time to look at it through the eyes of customers. We believe they will like our proposal – adds Fliegner.

Prices of certain products are frozen until the end of October

The online supermarket delio has launched its action to counteract the effects of inflation. Until the end of October, the prices of 500 goods will not be increased. The campaign also has a landing page, which presents the entire promotional delio offer.

delio - assistant in daily shopping

delio is based on simple assumptions: it is to respond to the needs of customers who appreciate high quality, are looking for a wide range of products, and at the same time in the multitude of their daily duties want to save time for what is important to them. Solution developers compare delio to a daily assistant that will not only deliver to their customers what they need but also make shopping easier. This ensures, among other things, the fastest delivery of products in this segment of the market, which, combined with a large selection of products, makes users not have to plan for purchases a few days ahead.

For the new and old delio users there is a special code "DELIO" (remember about the capital letters), thanks to which they can save up to PLN 450. To activate the promotion, it is enough that the value of the ordered products will exceed PLN 100. After entering the code we will automatically receive a PLN 30 discount. Users can enjoy 15 such discounts, and the promotion lasts until November 30. The Terms and Conditions of the Promotion are available at delio.com.pl

Orders can be made at: www.delio.com.pl. Products are delivered daily from 7:00 a.m. to 11:00 p.m., including Sundays and holidays. What is more, during the shopping process, one can choose the optimal delivery time, which can take place even within one hour of placing the order.

Lite e-Commerce Ltd. - is a company responsible for e-commerce solutions, which focuses on creating technologies, and products and managing e-Commerce operations.