



**Contacts:** Amitai Sasson, overstockArt.com  
(866) 686-1888  
[asasson@overstockArt.com](mailto:asasson@overstockArt.com)

Michelle Ellis for overstockArt.com  
(303) 324-6058  
[michelle@highaltitudepr.com](mailto:michelle@highaltitudepr.com)

**For Immediate Release**

## **overstockArt.com Updates Mobile App; New Version Includes Top Artists From Artist Become (ArtistBe.com)**

**Online Retailer Says Success of App Has Resulted in More Than 15,000 Downloads, 40 Percent Increase in Mobile Sales And 30 Percent Increase in Mobile Traffic Direct**

**Wichita, Kan., Sept. 19, 2012** – [overstockArt.com](http://overstockArt.com) is announcing today that it has released the latest version of its [overstockArt.com](http://overstockArt.com) [Oil Paintings](http://overstockArt.com) app. The innovative app, which features an augmented reality tool that allows users to virtually decorate their walls with art from the popular online art gallery, is available free to download for the [Android](#), [iPad](#) and [iPhone](#).

The newest version of the app has added more products and artists and now incorporates top artists from its sister company the new online art community [Artist Become \(ArtistBe.com\)](http://ArtistBecome.com) and their art work. In addition, overstockArt.com has added new wall settings to lay the art on and fixed a few bugs on both the Android and iPhone versions of the app making it easier to place the art on an individual's own wall and share it on Facebook and via multimedia message.

overstockArt.com was early to the mobile retailing playing field, which according to the recently released [2012 Shop.org/Forrester Research State of Retailing Online survey](http://2012.Shop.org/Forrester), is still in its infancy. The company launched its mobile strategy in 2011 starting with the release of the first version of its [overstockArt.com Oil Paintings](http://overstockArt.com) app for iPhone in June 2011, followed by the release of its mobile optimized web site in September 2011 and an Android-compatible version of its app in November 2011. The online retailer's latest mobile initiative was the launch of the iPad-compatible version of its app in April 2012.

"Our mobile strategy goal is to stay in pace with technology changes and the evolving landscape of the mobile/social realm we live in today," Amitai Sasson, vice president of marketing and development at overstockArt.com. "The app is a big success because it is fun and interactive. The app allows customers to do more than just shop for our fine art reproductions, but engage with the product with its various features, which include creating your own galleries and virtually decorating your own walls."

More than 15,000 people have downloaded the app since its initial launch and the app continues to receive about 200 to 300 new downloads each week. "Companies should not set it and forget it with mobile apps," said Sasson. "The development is an iterative process where you need to push updates all of the time to keep with the changing trends and to be on top of mind with your customers who downloaded the app in the first place. When customers see that an app has been updated recently they appreciate that and will most often update their phone with the newest version."

The success of the retailer's app has resulted in more than just downloads; mobile sales have increased 40 percent in the past three months. Web traffic from the app has grown significantly as well – 30 percent direct traffic and additional traffic coming from pushes; the retailer now sends out 100,000 pushes a month. To learn more about overstockArt.com's mobile offerings, visit [www.overstockart.com/mobileapps.html](http://www.overstockart.com/mobileapps.html).



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**About overstockArt.com:**

Founded in 2002, [overstockArt.com](http://www.overstockart.com) is one of the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become ([ArtistBe.com](http://ArtistBe.com)), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and 2011 and 2012 Second 500 Guides, and was recognized with the STELLAService Seal for excellent customer service. For more information, visit [www.overstockart.com](http://www.overstockart.com).

**About Artist Become:**

Founded in 2011, [Artist Become](http://ArtistBecome.com) ([ArtistBe.com](http://ArtistBe.com)) is the new online community for contemporary artists around the world. Offering original artwork and fine art canvas reproductions, Artist Become provides tools and resources for independent and emerging artists to show and sell their work online and connect with the global art community. [Artist Become](http://ArtistBecome.com) is owned and managed by [overstockArt.com](http://overstockArt.com), one of the web's leading distributors of high-quality wall art. For more information, visit [www.artistbe.com](http://www.artistbe.com).

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