

overstockArt.com Updates Mobile App; New Version Includes Wall Upload from Camera Roll

Online retailer says success of app has resulted in more than 25,000 downloads, 400 percent increase of sales from mobile in the past year, and 300 percent increase in mobile traffic direct from the app.

Wichita, Kansas ([PRWEB](#)) September 27, 2013 -- [overstockArt.com](#) is announcing today that it has released the latest 5.5 version of its [overstockArt.com Oil Paintings app](#) for the iPhone and iPad. 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 now incorporates many new recently added art along with top artists from its sister company the online art community [Artist Become \(ArtistBe.com\)](#) and their artwork. In addition, overstockArt.com has added new wall settings to allow use of wall images from the phone's image gallery making it easier to place the art on a wall scene taken with the phones camera and not through the app.

overstockArt.com was early to the mobile retailing playing field. The company launched its mobile strategy in 2011 starting with the release of the first version of its overstockArt.com Oil Paintings 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 last 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 apps are a big success because they are 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 25,000 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 400 percent in the past year. Web traffic from the apps has grown significantly as well – 300 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 <http://www.overstockArt.com/mobileapps.html>.

About overstockArt.com:

Founded in 2002, overstockArt.com is one 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, the company also owns and operates Artist



Become (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 interactive mobile apps 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 Elite STELLAService Seal for its outstanding customer service. For more information, visit <http://www.overstockArt.com>



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Online Web 2.0 Version

You can read the online version of this press release [here](#).