



26.04.2012 GRANT MY WISH LAUNCH NEW WEB VERSION

Grant My Wish, the group gifting app that gets you the gifts you really want, is proud to announce the launch of its brand new web version. This represents an exciting new development for the company, for the Grant My Wish users, and for 3rd party retailers, all of whom will benefit from the increased accessibility and potential for a wider range of users and gifts.

A web version was always the obvious next step for Grant My Wish. From the moment the iPhone app was launched over the 2011 Christmas period, the creators were hard at work getting Grant My Wish online, and the success of the app and keen interest from 3rd party retailers helped to spur them on. The motivation behind the software has always been the desire to make gift giving fun and easy, and what better way to do that than by making Wishlists and group gifting available online? Now it's easier than ever to keep track of your friends' Wishlists, to keep tabs on how your own fundraising is going, and to browse the great selection of gift experiences on offer.

The creators are tremendously excited to open up this software to a wider range of users. No longer is Grant My Wish limited to iPhone users, now all you need is access to a computer and a Facebook account. While the number of people using their smartphones for online shopping is growing every day, a huge number of people still feel more comfortable using their computer to make payments online. With this latest development, Grant My Wish users can feel even more secure and are free to just enjoy the shopping experience.

This latest development is also motivated by a desire to make the Grant My Wish software available for online retailers. Currently, the Grant My Wish site offers products provided by its parent site Tellallmyfriends. However, the creators are in the final stages of developing the software to be available as an adaptable widget for 3rd party retailers. Grant My Wish will act as a tremendously useful tool to increase traffic. It's in the wish creator's best interest to invite as many of their friends and family as possible to chip in to ensure that the wish is granted. This means that traffic to the retailer site will be driven up as potential customers who might never have visited the site will be exposed to the retailer's products.

The retailers will also be given access to the full range of analytics, and they'll be able to see which are the most popular products, which products receive the most contributions, and the demographics of the customers using Grant My Wish. The Grant My Wish widget will be available for use very soon.

The Grant My Wish web version represents a truly exciting next level for the software, not only for its creators, but for customers and retailers alike.

Press Contact

Email: press@grantmywishapp.com

Telephone: 02075109550