11.03.2012 GRANT MY WISH TO LAUNCH WEB VERSION

After the success of the Grant My Wish app for the iPhone, we are proud to announce that the software has nearly arrived at the next stage of its journey. Considering our goal was to reach the largest customer base possible, and following a great deal of interest from online retailers, it was only logical to make the wish granting and cost-sharing technology available online.

Now Grant My Wish users can create their Wish Lists, and browse those of their friends', online. No longer is the technology limited to tech-savvy users who habitually make their purchases via their smart-phones. By allowing the user to sign up using their email address as well as via their Facebook account, and by allowing them to make their purchases in the comfort of their own home and not just on the go, Grant My Wish has become a more inclusive software that can be used by everyone from smartphone designers to their grandmothers.

The Grant My Wish technology is now also available for use by retailers. The group-gifting software provides a tremendous boon to our clients as users can club together to purchase more expensive items. With price no longer an obstacle, retailers using the Grant My Wish technology can look forward to increased sales of those higher-end items.

They can also look forward to increased traffic, as it's in the users' interest to tell as many people as possible about the Wish List to ensure that the wish is granted. With this new web version, increased accessibility means that customers of every age group and background will be directed towards the retailers using this technology.

What's more, Grant My Wish will also be able to provide invaluable analytics, as we will examine which customers are purchasing which products. It give the retailer details such as the most popular products, which products will draw the most contributors, and what customers will wish for when they feel that money is no object.

Unwanted gifts are now a thing of the past as users can create a Wish List that lets their friends and family know which gift they really want. Wish Lists include the gift, the occasion (including birthdays, Christmas, weddings, anniversaries, graduation, and even "Spoil Me!"), and the deadline that the amount must be raised by. The members of the Wish List can then chip in however much they want to make sure that the wish is granted. The recipient and the members of the wish list can also spread the word about the Wish List on their Facebook pages.

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