Poq launches an app on the Shopify App Store to bring Native App Commerce to Enterprise Merchants

Monday 13 October, 2025

Empowering enterprise brands to turn mobile apps into their flagship storefronts

[London] — [13th October 2025] — Poq, the leading native app platform for enterprise retail and direct-to-consumer (DTC) brands, is proud to announce the launch of an app for Shopify on the Shopify App Store. This launch makes poq's enterprise-grade native mobile app technology available to Shopify's growing base of enterprise merchants—helping them drive retention, loyalty, and long-term growth through exceptional mobile experiences.

As ecommerce becomes more competitive and customer expectations rise, enterprise businesses are under pressure to deliver differentiated, seamless, and high-performing experiences across every channel. This app enables Shopify's enterprise merchants to take full advantage of native app technology to better engage customers, increase lifetime value, and create deeper brand connections.

"Enterprise retailers need more than just mobile presence—they need mobile excellence," said Jay Johnston, CEO at poq. "This Shopify app gives their enterprise merchants access to the same native app technology that consistently delivers 30% higher conversion rates over mobile web for enterprise brands on a global basis."

Enterprise-Grade Technology for Today's Mobile-First Brands

Poq provides the infrastructure and support for large-scale, global retailers to build and evolve their app strategy with confidence. Built specifically for enterprise needs, the platform supports:

- Fully native iOS and Android apps for optimal speed, UX, and brand control
- Custom integrations with loyalty, CRM, and personalization tools
- Modular, API-first architecture to adapt to evolving strategies
- Global deployment capabilities across multiple markets and regions

This app is designed to meet the demands of complex retail operations—offering large merchants the tools they need to turn mobile into a high-performing, retention-driving channel.

Trusted by Global Enterprises

With over 100 apps deployed in 170+ countries and an average app rating of 4.9 stars, poq is already trusted by some of the world's most recognized brands. This Shopify App further extends the poq platform's reach, allowing enterprise merchants using Shopify, to quickly launch native apps that scale with their growth and deliver meaningful results.

"This isn't about launching an app for the sake of it," added Johnston."In today's retention economy, enterprise brands can't afford to treat mobile as an afterthought. We're helping them make it their strongest channel for customer loyalty and growth."

Explore the app via Shopify's App Store.

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About poq

Poq is a native app platform and technology framework built for retail, D2C, and B2B brands. It enables enterprise businesses to rapidly launch, manage, and scale fully native iOS and Android apps—delivering

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high-performance mobile experiences that drive commerce and bring their brand promise to life. With over 100 live apps across 170+ countries and an average customer rating of 4.9 stars, Poq powers the mobile commerce strategies of global brands including Aeropostale, True Religion, E.L.F. Beauty, and Hotel Chocolat. Poq partners with leading retailers, agencies, and technology providers to unlock mobile's full potential and drive long-term customer value. For more information visit www.poqcommerce.com

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