The Hl Live iPad App Wins Best Financial Services Campaign at MOMAs

Thursday 22 May, 2014

HL Live for iPad, the number one funds and share trading app on the App Store in 2014, has been awarded the Best Financial Services Campaign at The Drum MOMA Awards 2014. Created for Hargreaves Lansdown by Mubaloo, the UK's leading enterprise mobility developer, the app has resulted in a drive of customer engagement and trades on mobile devices.

Chris Worle, Head of Digital, Hargreaves Lansdown,

“The number of clients using the HL Live smartphone and iPad apps has been way above expectations. Over a quarter of a million downloads tells its own story. Mubaloo has been the ideal partner for us and this accolade is a testament to their intelligence, creativity, and ability to understand and work with the Hargreaves Lansdown business.”

After successfully designing and developing one of the first ever live trading apps on smartphone for Hargreaves Lansdown, Mubaloo was asked to extend their offering by building a brand new iPad app. The decision to move to iPad was based on customer feedback as visits to the HL website from iPads have increased more than 17-fold in the last 2 years. The app, which went live in December 2013, was downloaded 27,500 times in its first week and accounted for 2.3% of all trades.

The HL Live iPad app by Mubaloo is a customisable live investment trading app that enables users to manage their accounts, as well as place share and fund trades quickly and easily. The iPad app gives users another channel to manage their stocks and funds and find out up to date information about the financial marketplace. Users are also able to create a more personalised experience within the app by choosing their own tiles of information in order of relevancy.

Mark Mason, CEO and Founder, Mubaloo,

“HL Live for iPad was designed to be the easiest to use financial services trading app on the market. There is a huge amount of data and information being fed into the app, which needed to be displayed in a way that any user can access. The app has remained in the top 10 free finance apps on the App Store and is actively being used by non-Hargreaves clients as the go-to place for financial information.”

The MOMAs (marketing on mobile awards), organised by The Drum, identify all of the great work being done in mobile and awards those who are delivering effective strategies and campaigns. Here is the video which supported the award entry http://youtu.be/TJ71LxUx3-k

You can download the app at http://www.hl.co.uk/app/ipad-hl-live or here https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewTop?cc=gb&df=3&genreId=6015&popId=44#44

- ENDS -

Notes to Editors

Mubaloo

Mubaloo is the UK's leading independent enterprise mobility firm according to Sourcing Line. Mubaloo focuses on enterprise app consulting, design, integration, development and deployment.

Since being founded in 2009, Mubaloo has built over 200 bespoke mobile apps for leading firms covering the insurance, retail, gaming, utilities, telecoms, financial, logistics, construction, public and health sectors. Mubaloo has been recognised as App Developer of the Year 2012 & 2013 at the Appsters and holds a number of other awards for its work in creating transformative mobile tools.

MiBeacons, a Mubaloo division, was created to enable businesses to deliver contextually relevant information at the right place at the right time; through the use of beacon technology.

For more information www.mubaloo.com/who-we-are

Related Sectors:

Business & Finance :: Consumer Technology ::

Related Keywords:

Hargreaves Lansdown ::

Scan Me:

Hargreaves Lansdown

Hargreaves Lansdown is a leading provider of investment management products and services to private investors in the UK.

Hargreaves Lansdown is a diversified business with an established reputation for providing the best information, service and value for money investments and products to private and corporate investors.

The HL Vantage Service is the largest direct to consumer investment and pension service in the UK. Hargreaves Lansdown administers over £43.1 billion of client assets through the Vantage Service directly on behalf of over 609,000 investors. In total, Hargreaves Lansdown has £45.7 billion of assets under administration and management (31st March 2014).

Founded in 1981 by Peter Hargreaves and Stephen Lansdown, Hargreaves Lansdown floated on the UK stock market in May 2007 and is currently listed in the FTSE 100.

For more information www.hl.co.uk/about-us

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk