

# How Conchology Built an Omnichannel eCommerce Experience with Thunkable



Since 2003, Conchology, Inc., has been the global leader in selling, buying, conchological education, and conservation of seashells. They quite literally wrote the book on shells (more than 20 to be exact). When President and CEO Philippe Poppe began seeing more mobile users, he knew it was time to explore creating an app to accompany their already established website.

Poppe initially wanted to go the traditional coding route but soon hit a wall, sharing, "We looked around for companies who could make an app for us and it turned out to be quite expensive. We needed something quite simple. We don't need to reinvent the wheel."

Poppe began exploring low and no code options and stated, "Thunkable started popping up in my results for research because of the no code solution that [they] were offering. This [platform] was a good solution, almost like a godsend that it was easy to use building blocks and go ahead."

Poppe had some experience in web design — he built Conchology's first homepage — and soon got to work.



## BUILDING QUICKLY

Poppe built the first framework in seven days and finished version one of the app in three weeks. Poppe was impressed with how easy Thunkable was to use Thunkable, explaining, "You have this drag-and-drop functionality and then you have the code site where you have all these lines where you can plug and play everything. It's all connected to your code site, which is so fantastic, because, whatever your program, you can really see it."

In just two months, the Conchology app was live and Poppe began seeing an uptick in mobile visitors to their website, sharing, "Now when we see the app, ... about 30% of our visitors are coming through mobile or tablet."

## FINAL THOUGHTS

Overall, Poppe was very pleased with Thunkable, stating, "I think the experience was a very easy way [to go about] learning how to make an app. You felt it's possible to achieve something very fast. We had something workable. [Thunkable] had a whole section of demos. The tools given and the files were good. There are so many people sharing their codes, making it accessible, [showing] how they did it, and then be able to apply [these lessons]. We touched maybe a fraction of the possibilities of what Thunkable can do."

These days, Poppe is already seeing the Conchology app move the needle for the company, stating, "What [the app] created is an extra channel of people we can reach. I think maybe 5% to 6% of the orders we get are through the app. It brings in quite a substantial number of people using it."



### CONCHOLOGY, INC.

Conchology, Inc. is the world's leading seashell company, with more than 150,000 shells for sale to both expert and amateur collectors. Conchology, Inc. was founded in 2003 by Guido T. Poppe and Philippe Poppe. Check out [www.conchology.be](http://www.conchology.be) to learn more.