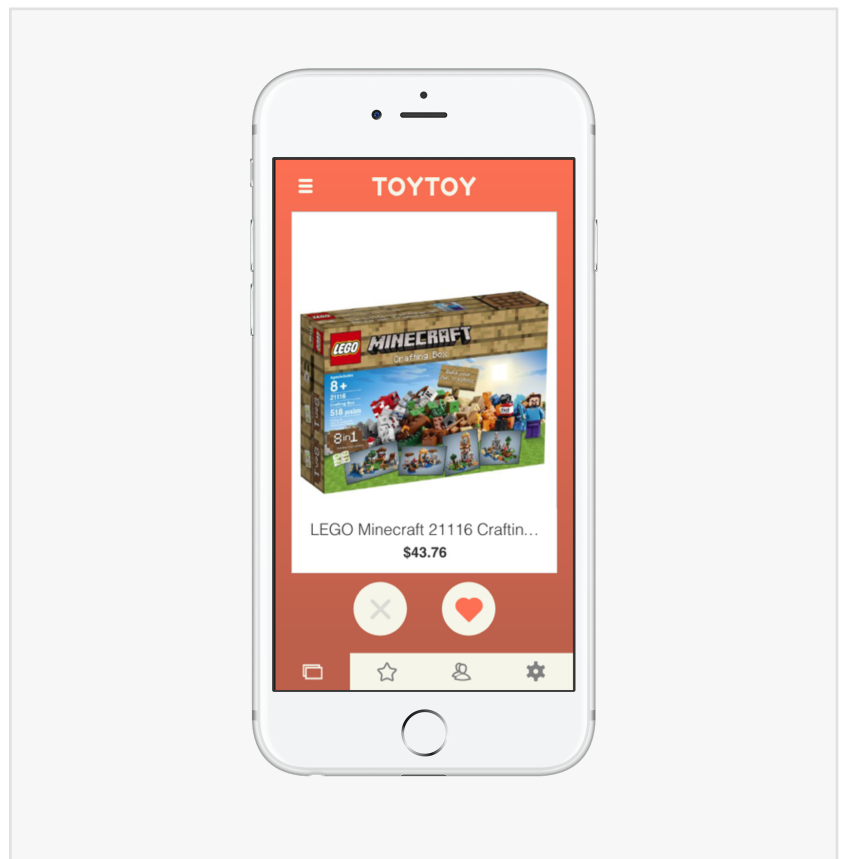


Build Up Labs, announced the official launch of ToyToy, a toy discovery app to ease Birthday and Christmas shopping

ToyToy, a toy discovery app, enables parents, relatives, and friends to find unique toys for the kids in their lives in a fun and effortless way.

LISBON, N/A, PORTUGAL, September 29, 2016 /EINPresswire.com/ -- Last year the toy market generated more than \$84 billion revenue globally and \$25 billion revenue solely in the United States. Despite the competitive environment, the toy industry is still experiencing steady year over year growth.

Toys are rarely impulse purchases. In the majority of all cases, gift-giving for special occasions including birthday or Christmas is the driver. But as almost everyone can attest, it's not always easy to know what gift to get a child of a certain age. "In the past, I found it difficult to manage birthday and Christmas wishlists for my children," said



father and Build Up Labs Founder, Rui Gouveia. "With [ToyToy](#) we make toy recommendation and buying hassle-free for the whole family. Applying an addictive UX to toy shopping and adding social sharing functions, like the ability to share a child's wishlist with other family members, enables us to disrupt the way the consumer discovers and buys toys."

Research shows that more and more parents decide to shop toys online, in order to avoid pestering children when faced with toy shop windows and because technology is increasingly shaping our buying habits. "Mobile shopping grew by 47 percent in the last three years and is expected to equal 50 percent of all digital commerce in the United States by 2017. We are taking advantage of the fact that most toy brands haven't made the transition to mobile" said Rui. "The shopping experience we provide with ToyToy will be improved by a machine learning algorithm that recommends toys based on user preferences. The app will learn from each swipe and thus improve our product recommendations". Rui said that further development will also include a stronger CRM system to notify users each time a wishlist items goes on sale.

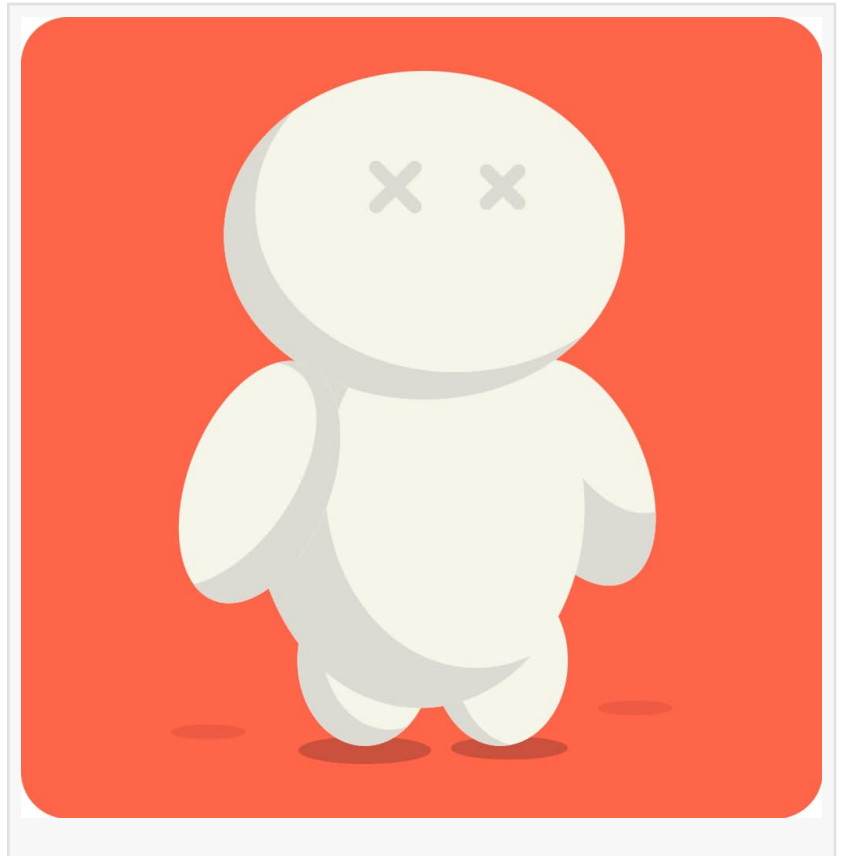
With an average time spent in app clocking in at more than four minutes per session, early metrics show serious purchase intent. Currently ToyToy features 5,000 toys from leading retailers and uses an affiliate model to generate revenue.

Build Up Labs is a startup studio designed to take ideas to MVP and market testing stage in the shortest possible time.

The studio has already successfully launched several ventures in less than three years. One of them, 'NVY', a content ecosystem was acquired by l'Oreal last year. Another venture, [Tap My Back](#), an employee recognition and peer-to-peer evaluation app already counts clients in more than seven countries and is showing double digit growth per quarter.

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We make toy recommendation and buying hassle-free for the family. Applying an addictive UX to toy shopping and adding social sharing functions



This press release can be viewed online at: <http://www.einpresswire.com>

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