



Customer Demand is Driving Digital Channel Integration

Q Why do retailers need to move to omni-channel retailing?

A Today's shoppers have more ways to buy than ever before.

Q How do smart retailers keep the brick-and-mortar experience fresh and profitable?

A By offering personalized choices

Today's Shopper Behavior

38% of all shoppers have used a mobile phone to access a retail web site, mobile site or mobile app

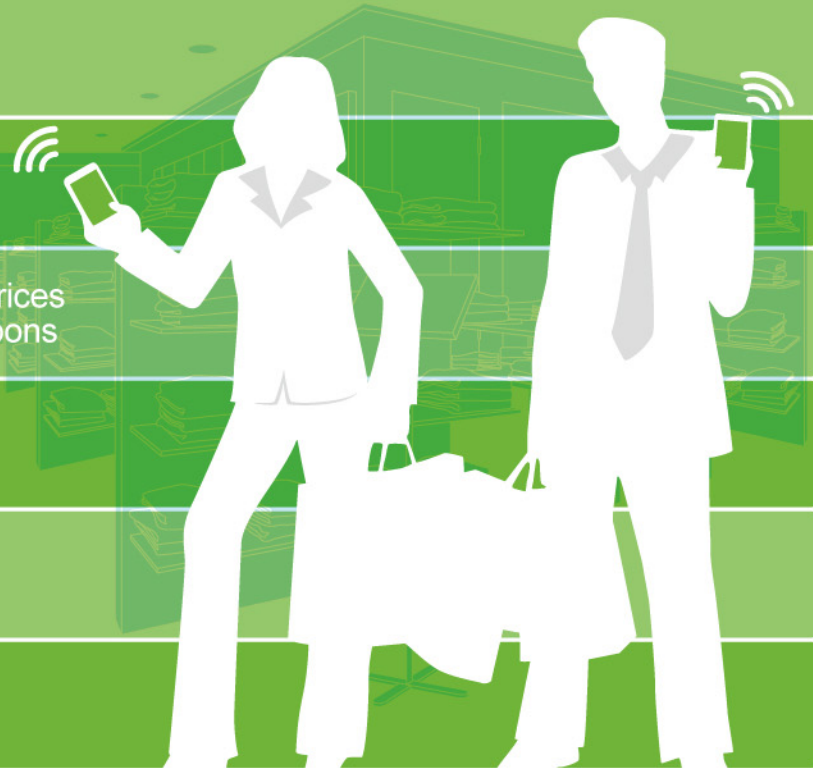
34% used a mobile phone to review products before in-store shopping

19% of all shoppers used their mobile phone to compare prices while shopping in-store and scan 2D barcode as coupons

15% make purchases and pick up in store or in-store self-help kiosk shopping and return online

14% of shoppers make their decision because of the digital contents in store

10% download brand AD and app because of in-store digital ad



Pain Faced by Retailers and Pressure to Develop an Omni-Channel Strategy

49%
Lost sales opportunity

35%
Customer expects similar experience regardless of channel

16%
Inconsistent branding cross channels

Retailers adapt the digital interactive signage technology in-store

