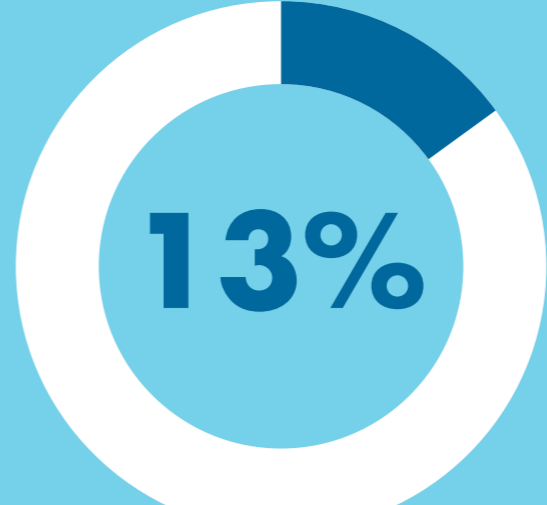


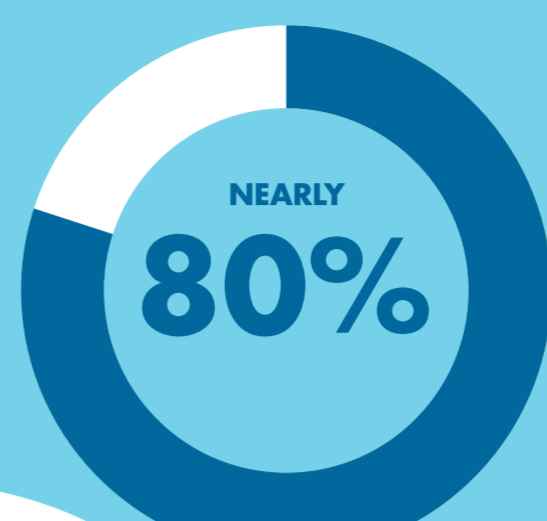
# THE OMNICHANNEL APPROACH IN SALES RESULTS IN:

- ↑ 9.5%** YEAR-OVER-YEAR INCREASE IN ANNUAL REVENUE
- ↓ 7.5%** YEAR-OVER-YEAR DECREASE IN COST PER CUSTOMER CONTACT
- ↓ 89%** CUSTOMER RETENTION RATE VS. 33% FOR COMPANIES WITH WEAK OMNICHANNEL CUSTOMER ENGAGEMENT (ABERDEEN GROUP INC)



**GREATER IN-STORE SPENDING** AMONG OMNICHANNEL SHOPPERS COMPARED TO SINGLE-CHANNEL. WITHIN SIX MONTHS AFTER OMNICHANNEL SHOPPING, THESE CUSTOMERS HAD LOGGED **23% MORE REPEAT SHOPPING** TRIPS AND WERE MORE LIKELY TO RECOMMEND THE BRAND THAN THOSE WHO USED A SINGLE CHANNEL. (HBR)

**VS**



**OF RETAILERS** ADMIT THEY'RE FAILING TO OFFER CUSTOMERS A UNIFIED BRAND EXPERIENCE (PERISCOPE)



IT OFFERS A **SINGLE EXPERIENCE** OF COMMERCE WHILE **INTEGRATING** ONSITE, SOCIAL, MOBILE, EMAIL, PHYSICAL AND INSTANT MESSAGING CHANNELS INTO ONE WHOLE PICTURE.

## MAIN BENEFITS OF AN OMNICHANNEL STRATEGY TO YOUR BUSINESS:

SINGLE-CHANNEL RETAIL, MARKETING, AND MERCHANDISING MAY ONE DAY BE **OBSELETE**.

THE PLATFORM ALLOWS **SEAMLESS TRANSITION** FROM ONE CHANNEL TO THE NEXT.

RETAIL GIANTS SUCH AS AMAZON AND WALMART ARE INCREASINGLY BECOMING **PRIME RETAIL OMNICHANNEL EXAMPLES** AND THE CHANGE IS INEVITABLE.

**MORE CHANNELS** MEANS MORE SHOPPERS AND **BETTER SALES**.



**CONTACT US**