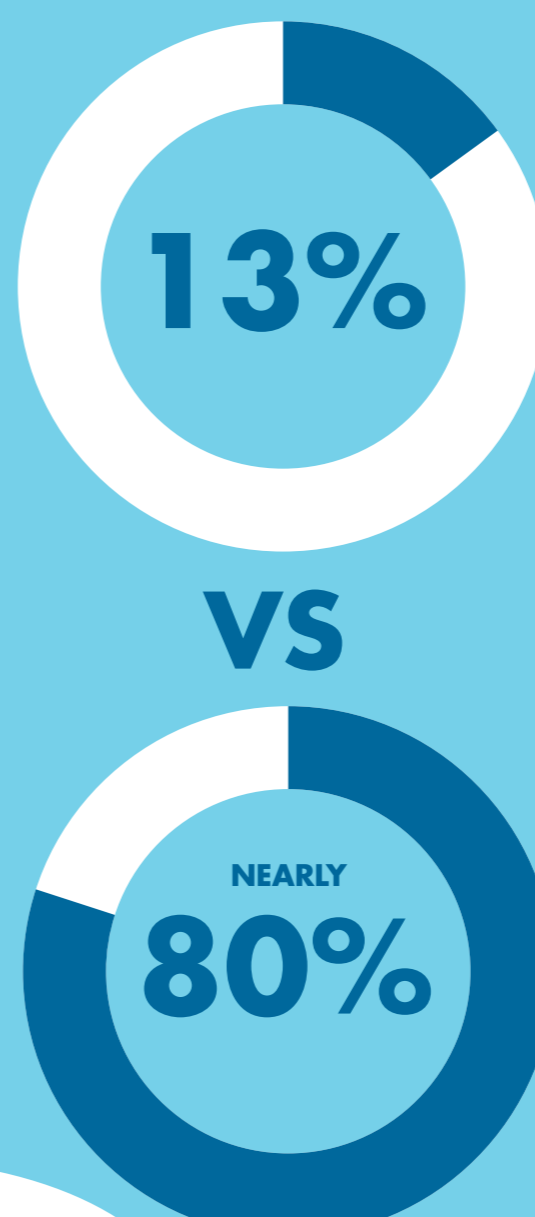


THE OMNICHANNEL APPROACH IN SALES RESULTS IN:



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)

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 OBSOLETE.

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

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

MORE CHANNELS MEANS MORE SHOPPERS AND BETTER SALES.

