

# From Site to Store:

## Enhancing the Customer Experience with Tech

### WHAT IS Omnichannel?

BRANDED MERCHANDISE  
PRODUCT PLACEMENT  
DIGITAL SIGNAGE  
TELEVISION & RADIO  
EVENTS  
SOCIAL MEDIA  
MOBILE SITE  
BROWSER-BASED APPS

Omnichannel - Providing customers with a unified message, brand & experience across platforms.

### Content is:

being created on a weekly basis by more than 48% of B2C Marketers...

...and comprises 25% of total marketing budgets

### WHO generates content?



Highly Targeted Promotions based on Customer Behavior create a Seamless Customer Experience

Over 50% of today's shoppers are "Phy-gital"  
60% of US Shoppers    70% of UK Shoppers

### What is the impact on Retail Stores?

**Showrooming**  
70% of consumers research in-store before purchasing online.

Digital interaction influences 36% of every order spent in the retail store.

That's 2.1 billion annually... & growing!

**Webrooming**  
88% of consumers research online before purchasing in-store.

### Tools for implementing interactive digital devices in retail environments:

- Project Management Overview
- Custom Development Tools
- Measuring ROI
- Deployment Tips
- Software for Device Security
- Device Management
- Video Kiosk App
- Configuration Instructions

#### SOURCES:

- Altimeter: "5 Key Insights to Winning Today's Phy-gital Shoppers"
- Forrester Perceptions brand report: "The Rise of Webrooming: A Changing Consumer Landscape"
- \* Content Marketing Institute
- † Deloitte, LLP