

THE TRUTH ABOUT OMNICHANNEL

As consumer expectations rise, an omni-channel approach is mission-critical for retailers who want to keep up.



SHOPPERS



RETAILERS

62%

USE MULTIPLE CHANNELS TO PURCHASE

88%

HAVE OMNICHANNEL GOALS

80%

SAY MOBILE DEVICES INFLUENCE PURCHASING DECISIONS

1 IN 3

POSSESS THE APPROPRIATE TOOLS AND TECHNOLOGIES TO PUT OMNICHANNEL INTO PRACTICE

83%

LOOK ONLINE BEFORE PURCHASING IN-STORE

3.5

NUMBER OF TIMES OMNICHANNEL CUSTOMERS OUTSPEND SINGLE CHANNEL CUSTOMERS

48%

WILL SHARE DATA FOR MORE PERSONALIZED SERVICE

84%

USE CUSTOMER DATA TO INFORM THEIR MARKETING

2.6

AVERAGE NUMBER OF DEVICES ON THEIR BUYING JOURNEY

1.5

AVERAGE NUMBER OF CHANNELS ON THEIR BUYING JOURNEY

42%

SPEND UP TO HALF THEIR MARKETING BUDGET ON OMNI-CHANNEL INITIATIVES