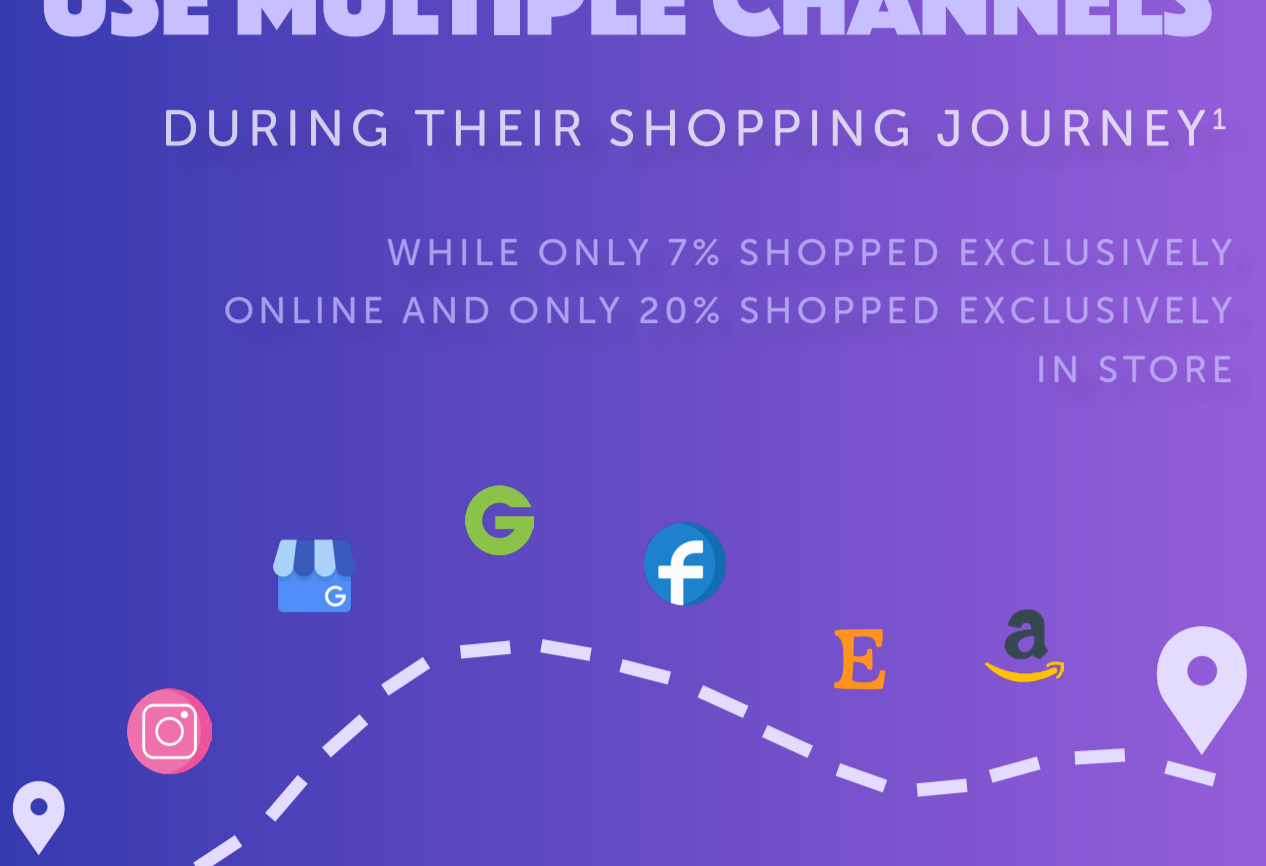


WHY OMNI CHANNEL IS THE FUTURE OF COMMERCE

BROUGHT TO YOU BY **veeqo**

CONSUMERS WANT OMNICHANNEL

Omnichannel retailing is all about unifying every sales channel to create a single commerce experience. Meaning shoppers can browse, purchase, deliver, collect and return goods via any combination of channels – and their experience remains consistent.



73% OF CUSTOMERS USE MULTIPLE CHANNELS DURING THEIR SHOPPING JOURNEY¹

WHILE ONLY 7% SHOPPED EXCLUSIVELY ONLINE AND ONLY 20% SHOPPED EXCLUSIVELY IN STORE



82% OF SHOPPERS USE THEIR SMARTPHONES AS SHOPPING ASSISTANTS IN STORE²



71% SAID THAT THEIR MOBILE IN STORE HAS BECOME MORE IMPORTANT THAN THE IN-STORE EXPERIENCE³

2 IN 3 SHOPPERS SAID THE STORE DIDN'T PROVIDE ENOUGH INFORMATION³

When asked about using multiple channels to make a single purchase

58% OF NORTH AMERICANS HAD USED **CLICK AND COLLECT** AT LEAST ONCE⁴

One of the main reasons for this was convenience

THERE'S A MASSIVE OPPORTUNITY TO SERVE

THE OMNICHANNEL GENERATION

MILLENNIALS SPEND MORE ONLINE THAN ANY OTHER GENERATION, MAKING UP **54%** OF ALL SALES⁵

As the largest generation in history, meeting the omnichannel needs of millennials represents a

\$600 BILLION SPENDING OPPORTUNITY⁶ & BY **2020** MILLENNIALS WILL SPEND **\$1.4 TRILLION** A YEAR⁷

SPENDING UP TO **11 HOURS A DAY** IN FRONT OF A SCREEN⁸ MILLENNIAL SHOPPERS DEMAND AN **OMNICHANNEL EXPERIENCE** THAT IS⁹

- ✓ QUICK
- ✓ SOCIAL
- ✓ OF REAL VALUE

AND, IT WORKS...

OMNICHANNEL MAKES CUSTOMERS HAPPY



89% OF CUSTOMERS ARE RETAINED BY COMPANIES WITH **OMNICHANNEL ENGAGEMENT STRATEGIES**

*Compared to 33% for businesses with a weak omnichannel strategy¹⁰

Customers that are exposed to communications from a large number of channels make purchases from their favourite retailers more often¹¹

62% OF CONSUMERS WHO ENGAGE WITH THEIR FAVOURITE BRANDS ON **10 OR MORE CHANNELS** MAKE WEEKLY PURCHASES¹²

Aberdeen found that THE RATE OF **CUSTOMER SATISFACTION** IS **23X HIGHER** FOR COMPANIES WITH **OMNICHANNEL STRATEGIES**¹³

YOUR COMPETITORS ARE DOING IT

51% OF COMPANIES USE AT LEAST **EIGHT CHANNELS** TO COMMUNICATE WITH THEIR CUSTOMERS¹⁴

According to eTail East and WBR Digital:

75% OF RETAILERS CONSIDER OMNICHANNEL AN **ESSENTIAL** PART OF THEIR BUSINESS STRATEGY¹⁵

42% OF RETAIL EXECUTIVES¹⁶ SPEND UP TO HALF OF THEIR MARKETING BUDGET ON **OMNICHANNEL INITIATIVES**



¹ A study of 46,000 shoppers shows that omnichannel retailing works. **Harvard Business Review**. <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>

² Consumers in the micro-moment study. **Google/IPSOS**. <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/i-want-to-buy-moments>

³ New research shows how digital connects shoppers to local stores. **Google/IPSOS and Sterling Brands**. <https://www.thinkwithgoogle.com/consumer-insights/how-digital-connects-shoppers-to-local-stores/>

⁴ Omnichannel shopper survey report 2016-2017. **iVend Retail**. <https://ivend.com/omnichannel-shopper-survey-report-2016-17-north-america/>

⁵ Millennials drive spike in online shopping. **USA Today**. <https://eu.usatoday.com/story/money/2016/06/08/survey-more-than-half-purchases-made-online/8592268/>

⁶ The one thing you need to know to succeed with millennial customers. **Forbes**. <https://www.forbes.com/sites/micasolomon/2014/02/28/the-1-principle-you-need-to-know-to-achieve-a-millennial-friendly-customer-experience/#1454aed75b05>

⁷ 1.4 trillion dollars that's how much US millennials will spend annually by 2020. This is 50% of total retail sales. **ING**. <https://www.economics.com/news/million-dollars-that-how-much-us-millennials-will-spend-annually-by-2020/>

⁸ The total audience report Q1 2016. Nielsen. <https://www.nielsen.com/us/en/insights/reports/2016/the-total-audience-report-q1-2016.html>

⁹ Millennials and the omnichannel experience you need to create. **The Marketing Scope**. <https://www.themarketingscope.com/millennials-omnichannel-experience-you-need-to-create/>

¹⁰ Why an omnichannel strategy matters. Study by Aberdeen Group Inc. <https://www.digitalcommerce360.com/2013/12/31/why-omnichannel-strategy-matters/>

¹¹ Why sales chat needs to be part of your multi-channel strategy. Research by **Fluent on Marketing Land**. <https://marketingland.com/sales-chat-needs-part-multi-channel-strategy-102600>

¹² Rounding out omnichannel marketing strategies with contact center support. Research by **Aberdeen Group Inc on Martech Advisor**. <https://www.martechadvisor.com/articles/customer-experience-2/rounding-out-omnichannel-marketing-strategies-with-contact-center-support/>

¹³ Five insights into the omnichannel landscape. **eTail East and WBR Digital**. <https://etailwest.wbrresearch.com/downloads/five-insights-into-the-omnichannel-landscape>

¹⁴ Omnichannel customer care: how to deliver contact-driven experiences. **Aberdeen Group Inc**. <https://mistic.blob.core.windows.net/document-library/oodchat/pdf/en/omnichannel-customer-care.pdf>

¹⁵ By the numbers: omni-channel marketing in retail. **Iterable**. <https://iterable.com/blog/omni-channel-marketing-retail-infographic/>