

# The Evolution of OMNICHANNEL

2010

An Unfamiliar Concept

## THE EXPERIENCE:

OMNICHANNEL WAS FIRST INTRODUCED TO THE MARKETING WORLD IN 2010 TO DESCRIBE A SHOPPING EXPERIENCE THAT EXTENDS BEYOND MULTI-CHANNEL RETAILING.

AN IDEAL OMNICHANNEL EXPERIENCE ENCOMPASSES:



BRICK & MORTAR



TEXT MESSAGES



EMAILING



ONLINE SHOPPING

AVERAGE INCREASE OF

25%

IN TRANSACTION SIZE

INCREASE OF OVER

20%

IN ONLINE SALES

AVERAGE REDUCTION OF

40%

IN INVENTORY LOSSES

AVERAGE INCREASE OF

7%

IN CUSTOMERS' PROFITABILITY

2012

A Trendy Buzzword

## SHOWROOMING:

USING MOBILE DEVICES IN A STORE TO RESEARCH PRICING AND THEN PURCHASE A CHEAPER OPTION LATER ON A LAPTOP OR TABLET.



INCREASE IN SMARTPHONE SALES LEAD TO INCREASE IN OMNICHANNEL USE

FASHION SHOPPERS USE AN AVERAGE OF

3.7 DEVICES

WHILE SHOPPING.

THAT ACCOUNTS FOR

69%

OF ALL FASHION SPENDING.



2014

A Marketing Necessity

## DIGITAL UBIQUITY:

THE CONTINUATION OF THE DIGITAL AGE LEAD TO THE CONTINUED RISE OF OMNICHANNEL. CUSTOMERS USED MULTIPLE PLATFORMS TO ENHANCE SHOPPING EXPERIENCES.

\$12 BILLION

RETAIL SALES MADE ON SMARTPHONES

\$1.1 TRILLION

STORE SALES INFLUENCED BY THE WEB



2015

The Future of Digital Commerce

## INTERNET OF THINGS:

RETAILERS ARE ADAPTING TO THE INCREASING NUMBER OF CHANNELS, CUSTOMER TOUCHPOINTS, AND DEVICES AS THE INTERNET OF THINGS IS QUICKLY BECOMING A REALITY.

MOBILE COMMERCE IS PREDICTED TO GROW BY

33%

ANNUALLY FOR THE NEXT 3 YEARS.

89%

INCREASE IN RETAILERS THAT INTEGRATE MOBILE TECHNOLOGY INTO STORES.