

THE FUTURE OF RETAIL

4 TRENDS BRINGING THE VIRTUAL EXPERIENCE INTO REALITY



Online purchases that include a store visit before or after



Retail transactions that still occur in-store

SMARTPHONE-INFLUENCED IN-STORE SALES

2012: \$159B
5% OF TOTAL SALES

2013: \$593B
19% OF TOTAL SALES

DIGITAL SIGNAGE



Growth in digital signage retail use year over year



Potential audience information retention from digital displays

AUGMENTED REALITY

MAGIC MIRROR

Beauty retailer Sephora's augmented reality mirror in a Milas store can simulate cosmetics on a person's face in real-time and 3-D.

VIRTUAL FITTING

Clothing retailer Ted Baker is experimenting with using live video feeds and tablets in dressing rooms to let customers see how clothes and accessories look on them in various colors.

BEACON TECHNOLOGY



Increase in customer purchase intent after receiving in-store deals and messages via mobile



Retailers that can identify a customer entering the store



Retailers that plan to be able to do so in the next 5 years

IN-STORE ANALYTICS

Retailers measure valuable shopping data such as in-store display dwell time, staff engagement, exit rate, and wait time, and then tweak sales strategy based on the data.

TRACKING TACTICS

- A mobile app that interacts with sensors
- A Wi-Fi-enabled device that interacts with sensors
- Highly specialized cameras that monitor movement