

# A Retailer's Map to Hyper-Relevance

In Retail, Insight Is Currency and Context Is King

► The Internet of Everything (IoE) is changing shopping behavior.

## Consumer Interest in IoE-Enabled Solutions

### 3 Key Value Drivers



### IoE-Enabled Solutions

- 1 general in-store offers [digital signage]
- 2 special offers [augmented reality]
- 3 targeted offers [digital signage]
- 4 checkout optimization
- 5 in-store guidance [digital signage]
- 6 in-store guidance [augmented reality]
- 7 scan-and-pay [smartphone]
- 8 drive-thru pickup
- 9 same-day delivery
- 10 reviews [augmented reality]
- 11 in-store advertising
- 12 product recommender [augmented reality]

73%

would use smartphones to scan products for **special offers** and promotions in the store

78%

would view **general in-store offers** available to everyone

67%

would view **targeted offers** on nearby digital signage tailored to a consumer's interests and preferences

63%

would use **in-store guidance (augmented reality)** to help locate items on a consumer's shopping list in the store

57%

would use an **augmented reality app** to review information about products

54%

would view **in-store advertising** to obtain information about products in the store

77%

would use **checkout optimization** to receive estimated wait times

67%

would use **in-store guidance (digital signage)** to obtain information about the location of a product in the store and the best path to get there

60%

would **scan** product bar codes with a smartphone to track and **pay** at a self-service checkout

53%

would like to get **same-day delivery** of orders placed online for a fee

57%

would order products online and pick them up in person using a **drive-thru** lane at the store

48%

would scan for **product recommendations** such as a wine pairing for a meal

These solutions enable the hyper-relevant customer experiences that will keep retailers competitive in the IoE era.