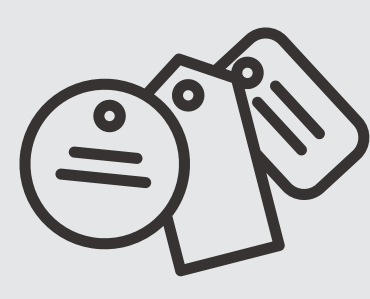


TOP TRENDS MERCHANTS MUST CONQUER TO CREATE A UNIFIED SHOPPING EXPERIENCE



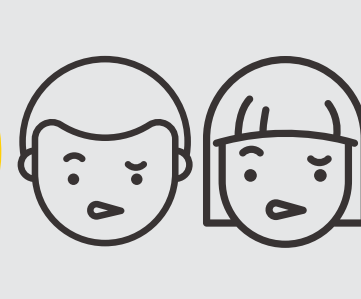
Merchants are at a crossroads: either they make critical shifts to meet heightened consumer expectations for one-to-one brand relevance, or they risk being left behind with the laggards who must rely on scattershot results from generic shopping experiences.



53%

53% of shoppers say they buy more from retailers that tailor recommendations based on past purchases and browsing behavior.

40%



40% of consumers become irritated when brands do not take into account past behaviors.

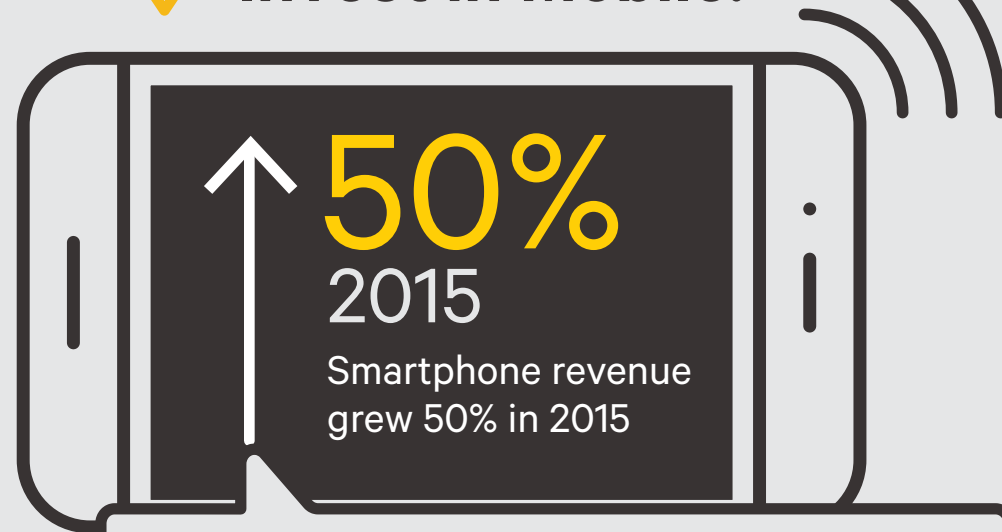


Shoppers expect to transact anywhere that's most convenient to them, and merchants should meet that expectation with seamless transactions across touchpoints.



Gartner predicts that brands offering a fully-personalized experience will outsell those that don't by 20% by 2018.

Invest in Mobile:



40% of shoppers have made 5 or more mobile purchases

Experiment in Social Commerce

More than 2/3 of consumers use social media



Avoid the Out-of-Stock Dilemma



41% will visit a competitor's site or mobile app for immediate gratification and 21% will visit a competitor's store

Store-based fulfillment options have increased revenue for 30%

20% of retailers offer online shoppers visibility into store inventory

Provide In-Store Delivery

53% of online shoppers saying it's the most important factor driving purchase decisions



Digital Store Experiences:

Stores play a crucial role in connecting buyers with physical goods as well as live brand experts, and merchants should do their utmost to bring brand assets from outside the store walls into the experience.

42% visit mobile offerings provided by the brand whose store they're currently visiting

While In-Store

64% use a search engine

Empower Sales Associates:

60% of shoppers expect store associates to be knowledgeable about products

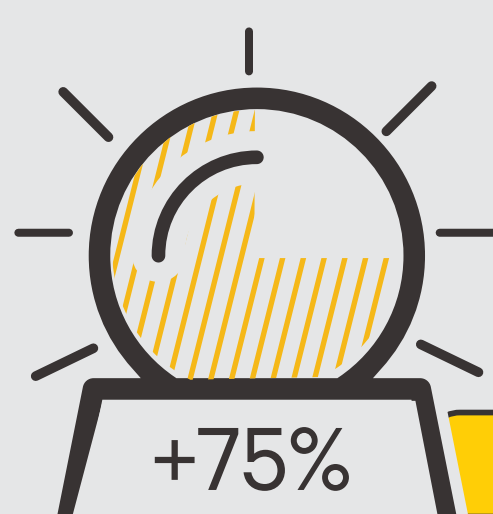
55% said store associates should be up to speed on current discounts and offers

43% said they expected associates to be empowered to match lower prices found elsewhere

42% of retailers whose growth outpaces the industry are focusing on maximizing store employee productivity

31% of leading merchants are focusing on self-service store options

46% of other merchants have made such technologies a priority



Predictive Insights:

Using cutting-edge technologies, merchants can now marry big-data trend indicators with data from individual shoppers' profiles to anticipate their next clicks and deliver ultra-relevant products and content.

75% merchants used some form of predictive technology in 2015

Algorithmic Merchandising:

To meet shoppers' expectations, merchants must optimize the on-site experience to the utmost using dynamic, data-rich merchandising – not a static hierarchy of rules.



Conclusion:

Merchants must adapt to seismic shifts in the commerce landscape in order to continue to thrive. Using unified, innovative retail technology that breaks down internal barriers within the brand organization, merchants can achieve a holistic view of their businesses and provide ultra-relevant services and features across touchpoints to engage shoppers, drive sales, and earn lasting loyalty.

ECOMMERCE + ORDER MANAGEMENT + MOBILE POINT OF COMMERCE

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