

Source: mGage, 2016

Benefits of a Successful Omnichannel Strategy

-  **30%** higher customer lifetime value
-  **\$15%+** increase in annual revenue
-  **13%** increase in YOY customer retention

Usablenet Insight: Personalizing and integrating experiences for users on different channels, rather than simply making experience available across screens, is critical to getting omnichannel right. Success in omnichannel will be about digital and physical experiences that are both contextually relevant and complementary.

IN THIS ISSUE

Here's Our Omnichannel Round-Up:

Channel-Centric vs. Customer-Centric



Gaps in customer data are contributing to a fragmented understanding of user behavior across channels. Brands are taking a linear approach to integrating channels while failing to make the connection between user behavior across touchpoints.

- Over [60% of shoppers](#) want retailers to have a complete understanding of their behavior across channels to boost personalization.
- Only 6% of brands [have the data needed](#) to inform efforts to create tailored experiences.
- Brands implementing strategies informed by customer data have seen a [55% increase in sales](#) and 75% jump in customer loyalty.

Brands must put processes in place to capture, centralize and leverage data to offer consumers the contextual omnichannel experiences they demand. [Learn more.](#)

Mastering Connected In-Store Experiences



Although retailers have taken steps toward connecting the online and in-store experience, it is not enough to simply drive shoppers to physical stores, as customers increasingly seek a rich, integrated experience once they get there. [Half of consumers](#) who conduct a location-specific mobile search on a brand visit a store within a day, but only 18% complete a purchase. Here's what's missing from connected in-store experiences:

- [73% of shoppers](#) want mobile to inform personalized deals and offers.
- 41% want more knowledgeable sales associates, highlighting the opportunity to leverage [sales-enablement technology](#).
- 32% want consistent prices and real-time inventory information across channels.

Customers who shop both online and offline with a specific retailer buy 250% more on average, making in-store and mobile experiences a critical bridge to gap. Read more at [AdAge](#).

Mobile Apps: A Bridge to Omnichannel



This year, mobile apps may be the biggest opportunity in executing a stronger omnichannel experience. For half of retailers, between 20 and 50% of online sales come directly from in-app purchases, yet 4% of retailers still have no plans to use apps as part of a [multichannel strategy](#). By leveraging integration, app analytics and native functionality, brands can use mobile app-driven promotions and experiences to drive both in-store and omnichannel success. Why omnichannel app users are a critical audience:

- [In-app customer spending](#) has reached \$116 for every \$100 spent on desktop.
- Mobile app shoppers [convert at 3.7x](#) the rate of mobile web shoppers.
- 29% of app users would share personal information with a retail app [to gain incentives](#) and loyalty points on mobile while in-store.

Discover how mobile apps are [driving omnichannel retail](#) in 2016.



Want to follow up on these insights? Read additional resources below:

[IMRG: Mobile makes up more than half of e-commerce sales](#)

[Three big ideas to get started with omnichannel implementation](#)

[Unsure of how to execute your app strategy? Read our guide.](#)

[Nine tips for creating successful in-store mobile experiences](#)