

# Digital In-Store and Endless Aisle Lookbook



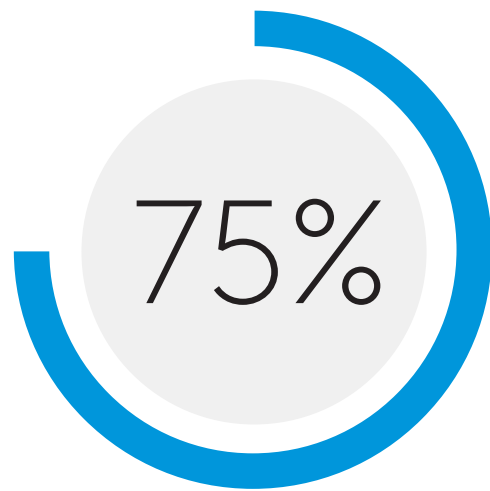
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Next-Gen Retail.

The original retail experience was designed and built long before omnichannel existed. Brick-and-mortar stores weren't about understanding which channels their customers were engaging with and being consistent across them because multiple channels didn't exist.

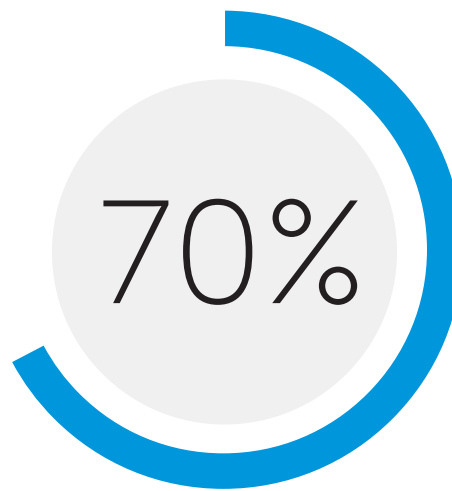
The in-store experience is broken. If you're only focused on the transaction, your customers will be focused on shopping someplace else. It's time to grow beyond narrowly focusing on the purchase and move towards providing customers with great experiences at every touchpoint. Basic bricks will no longer cut it.

To help inspire you to break out of the norm, we've compiled 10 examples of digital in-store merchandising.



of consumers prefer to shop in-store.

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of consumers plan to shop in-store in 2017 as much as they did last year.

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of consumers would feel more confident in service if they saw associates using tablets or smartphones to help customers.

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# 1 The Endless Shelf

Omnichannel often starts online but as channels collide, they no longer need to compete. By embedding endless aisle technology directly next to your product shelving, your in-store and online strategies can complement each other.

## What We Love

- Showcase virtual product in a realistic way next to your existing merchandising.
- Enable category start screens or video idle mode to attract customer engagement.
- It's more user friendly and reactive than a website or mobile phone.
- It can be used as a self-serve screen or sales-assist solution depending on your customer.





## 2 The Digital Signage Feature Wall

Gone are the days of printing posters and window decals that constantly need to be replaced. Make an impression! You can attract, impress, and delight your customers by delivering in-store content that speaks to your digitally-driven customers.

### What We Love

- Capture attention and don't let it go until you have converted the sale.
- Tell your brand story and stay true to the brand your customers fell in love with online.
- Communicate consistently with your digital customers.
- Easily keep up to date with fresh content and promotions by utilizing a centrally managed solution.



# 72%

of millennials research options online but ultimately go to a store or mall.

**Forbes**



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## The Branding + Endless Aisle Combo

What happens when digital signage branding meets an endless aisle of your product line all within one kiosk? The perfect digital in-store solution.

Many retailers offer thousands upon thousands of SKUs online but only carry a few variations of those products in-store. With an endless aisle solution you can always provide exactly what you're customers need.

### What We Love

- The digital signage portion remains in rotation even as customers are engaging with the endless aisle. A crowd attracts a crowd and your branding stays front and center.
- Endless aisle can be embedded with product shelving and even a barcode scanner to assist customers with browsing product options.
- By creating an endcap or kiosk solution you're adding shelf space as well as extending virtual product availability.
- It can be used as a self-serve or sales-assist solution depending on your retail footprint and path to purchase.



# 83%

of shoppers will choose a digital option over asking a salesperson for assistance.

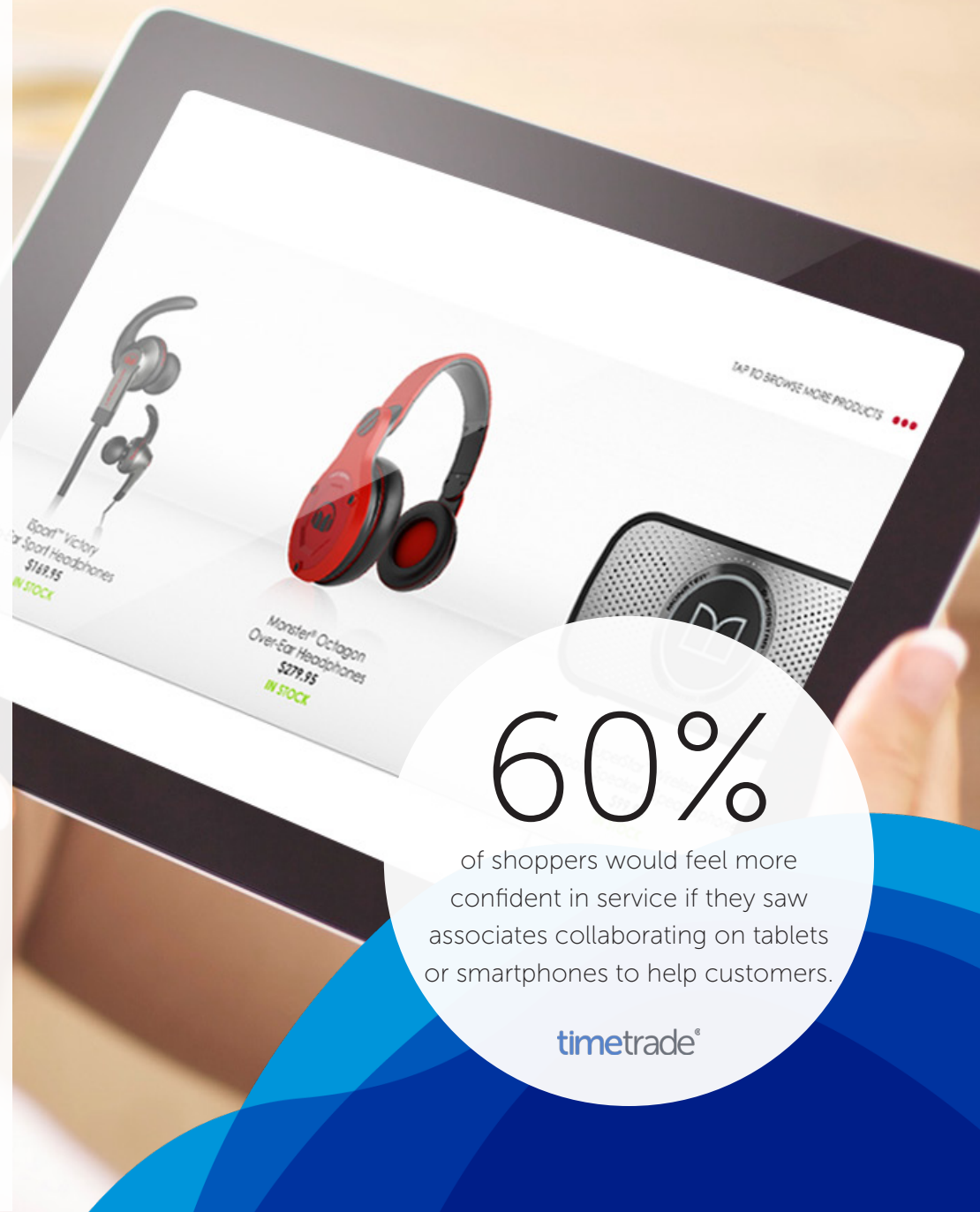
**Deloitte.**

## 4 The Sales Assist

With access to a wealth of information through their devices, shoppers often enter the store with more knowledge than associates. It doesn't have to be this way! You can motivate store associates to become brand ambassadors by arming them with the right technology.

### What We Love

- By putting an endless aisle solution in your sales associate's hands you're allowing them to say 'yes' to every customer! No more turning people away because you're out of stock.
- Mobile assists keep sales associates educated on all products and allow for easy, hip-to-hip interactions with your customers.
- When paired with a mobile point-of-sale, you can easily remove multiple pain points for your customers in their shopper journey.





## 5 The Branded Kiosk

Many brands working with retailers face challenges for limited space, limited inventory investment, and a lack of in-depth product knowledge from associates. By placing branded kiosks in-store you can deliver your brand story in a memorable way.

### What We Love

- Sales associates can properly represent multiple brands in an in-depth way, especially with high consideration products or products with in-depth specifications.
- Brands can offer their full product lines at no additional cost to the retailer.
- Customers moving back and forth from online to in-store get a consistent brand experience.
- Products and information can easily be updated by a master agent from a central location.
- Retailers can make sure customers get any product they come in for, increasing their bottom line, too!



49%

of shoppers are extremely likely to buy when helped by a knowledgeable associate.

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## The Full Self-Serve Kiosk

Let your customers shop the way they want to! Let's face it, there are a lot of shoppers who would prefer to browse and buy alone even when in-store. By creating a self-service kiosk you're removing pain points in your customer's journey.

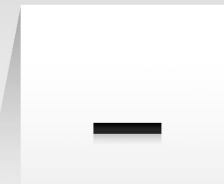
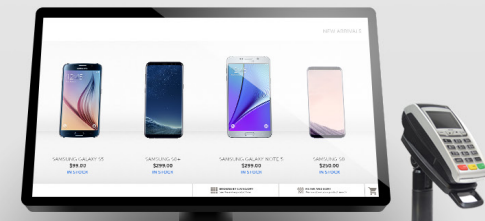
### What We Love

- Self-service kiosks can live anywhere! Create cross promotions with aligning retailers to sell your product in brand new places.
- It's a quick and easy transaction for your customers.
- There's no need for an integration with a point-of-sale when working with self-serve solutions.

# 24%

of shoppers want to use a self-service device or kiosk.

**Deloitte.**





## 7 The Secured Tablet

Sometimes it's all about the simpler, baby steps to test a solution. Tablets are designed to be user-friendly and fit easily into our lives. Or our stores! By using tablets with mounts you can easily input endless aisle into any and every store layout.

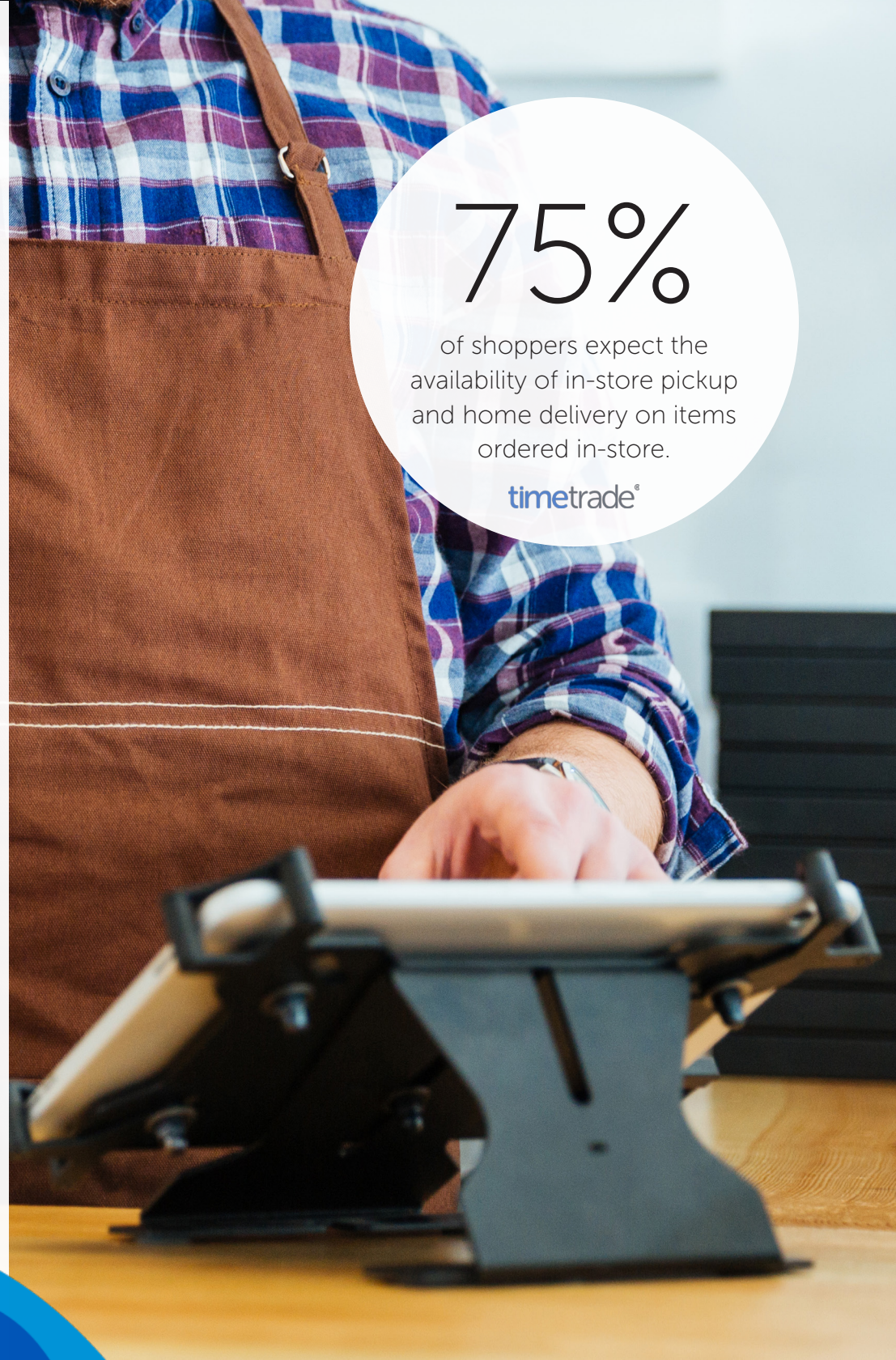
### What We Love

- Easily implement technology into your stores without being invasive to your existing design.
- People of all ages have become comfortable using tablets and they allow for a more personal experience.
- Retailers are still able to see the usual endless aisle benefits of optimizing retail space and extending virtual inventory.

# 75%

of shoppers expect the availability of in-store pickup and home delivery on items ordered in-store.

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## The Browse While You Wait

Your customers are standing in line waiting and they're likely not excited about it. Rather than pulling out their mobile phones to check social media, allow them to engage further with your products and your brand!

### What We Love

- Floor stands can fit easily in checkout lines or by waiting areas. Anywhere there is a painful point in the path to purchase.
- These screens can still be used as standalone browsing stations or full sales assist with hip-to-hip interactions.
- Rather than forcing customers to leave your store, you can allow them to notify a sales associate for assistance with product.
- You're delighting your customers and providing further brand extension during a normally frustrating or wasteful time.

# 71%

of shoppers said they would abandon a dressing room or leave the store if no associate was available to help with size or color.

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## 9 The Subtle Digital Brand

Many retailers are focused on an authentic, natural, and warm experience. Digital in-store doesn't need to be obnoxious! Embed screens seamlessly into your current merchandising strategy and do what makes sense for your brand while meeting your customer's expectations.

### What We Love

- Surprise and delight your customers as they experience your natural and authentic brand just as they used to.
- Optimize your retail space by providing further inventory and product information on interactive technologies.
- So often we invest a lot of money into our online solution and we lose those brand assets and lifestyle imagery in-store. This allows you to bring it all together and use the content you've paid for.
- Great digital stories can help evoke positive emotions with your brand. Evoking emotion with your customer is just bringing them one step closer to the sale.



# 10 The Experience Center

Millennials are the largest generation right now and they are largely focused on experiences, especially those they can share. An experience has become the product brands and retailers need to sell. Through the use of endless aisle, digital signage, and VR or AR technologies, you can create a unique scenario for the sale of complex and oversized products that may require a lot of consideration.

## What We Love

- By immersing customers into three-dimensional or life-size environments you can build product confidence that's more likely to result in a sale.
- You can offer a wide range of luxury and premium items without tying up inventory costs.
- Educating your customers on product details, specifications, and lifestyle marketing in a community-focused, social, learning environment.
- Personalization is the next big thing in the future of retail. With a full, interactive experience you can enable customers to explore products based on their own interests.



# 22%

of shoppers aged 18-24  
shop in-store because of  
the experiences.





