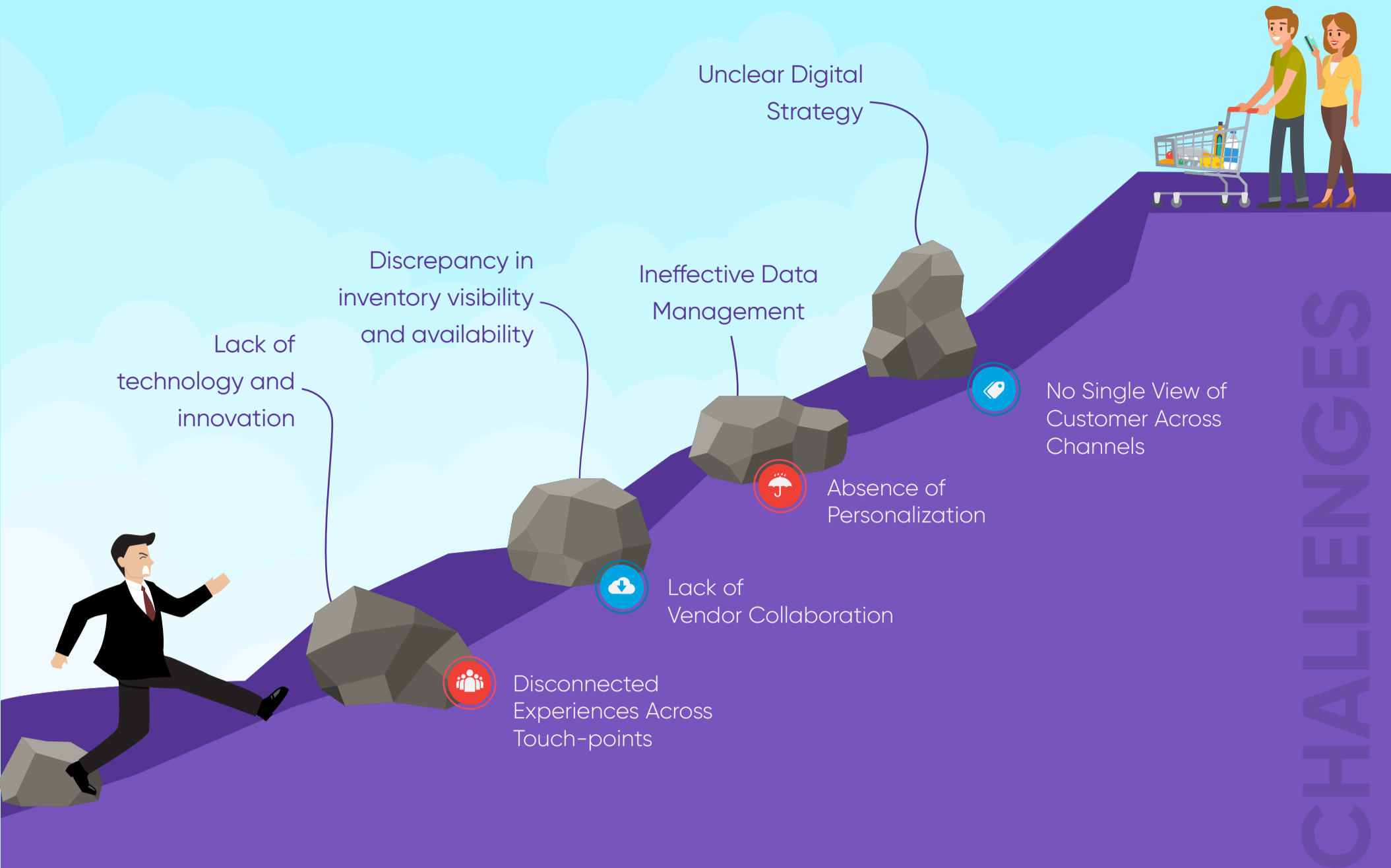


# ADDRESSING THE OMNI-CHANNEL DILEMMA FOR TODAY'S RETAILER

## ● Is Closing Omni-channel Gaps Turning into an Uphill Task for you?



## ● Trends Affecting the Current Retail Environment

In 2017, **51%** of U.S. retail sales were digitally impacted  
Source: Forrester

By 2022, **41%** of in-store sales will be influenced by the internet  
Source: Forrester

**48%** of shoppers will share data for more personalized service  
Source: Deloitte

**89%** of Customers are retained by enterprises with omnichannel engagement strategies  
Source: Invesp

Omnichannel shoppers have **30%** higher lifetime value than those who shop using only one channel.  
Source: ThinkWithGoogle

## SO HOW DO YOU ATTRACT THE OMNI-CHANNEL LOVING CUSTOMER?



## ● By Creating a Level Playing Field With Product Information Management



Here's what Product Information Management does for Retailers

- Creates a consolidated, up-to-date repository of data
- Enables a single view and a connected retail experience
- Gets more products to market, faster
- Improves transparency, accuracy, consistency, and availability of inventory
- Offers consistent and seamless experience to customers inventory
- Facilitates uniform product representation across all touch points

## ● With Product Information Management Customer Fulfilment is at the Core of Your Strategy



**Your enterprise strategy must be directed towards conversion on any channel, while giving your customers an experience they'd never forget.**

Pimcore helps enterprises do just that. Try a free Demo now:  
<https://www.pimcore.com/en/try>