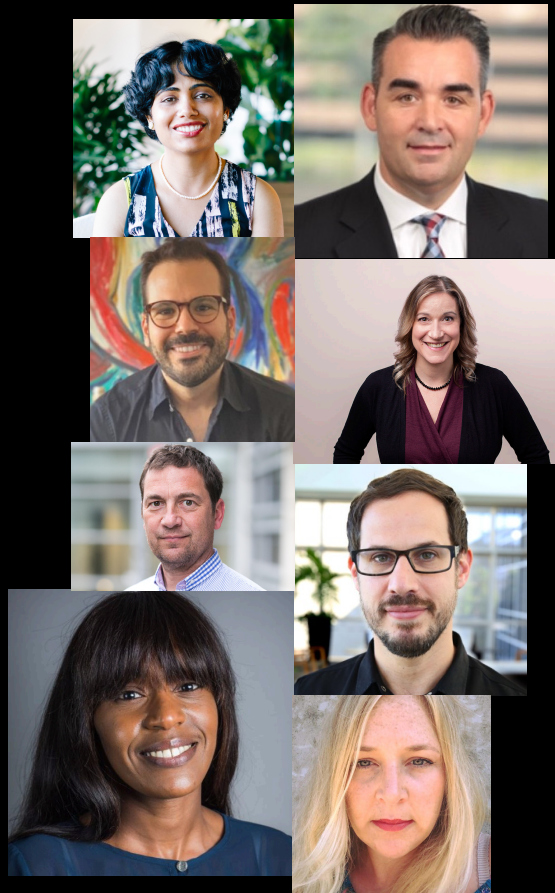


SHIFT HAPPENS

RETAILERS IDENTIFY TODAY'S
NEW CONSUMER

#SHIFTHAPPENS SERIES





For retailers, I think the most important thing is to determine how we can set ourselves up to be more personalized, more dynamic, and to use intelligence technology, not for creating a sale, but to create a better relationship with the consumer.

Christopher Silver

Global VP of Brand Technology at MAC Cosmetics



In the end, retail is about serving, and delighting the customer.
If retailers can improve on that, ROI from their investment in marketing/advertising will also see a boost.

Barkha Saxena
Chief Data Officer of Poshmark



44%

of retailers believe investments in customer-facing technologies should take higher priority than marketing and advertising technologies.



We launched our subscription-based program in 2019 and it has overpassed our projections.

I am convinced that rental in apparel will become an amazing new way to engage with your favorite brand and bring the joy of shopping right into your house.

Sabrina Cherubini

VP Marketing, Customer Strategy at Ann Inc.





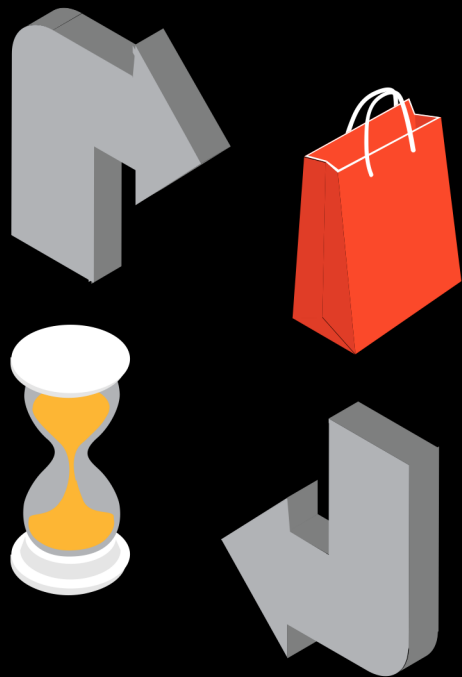
The rise of subscription loyalty demonstrates that points no longer mean prizes with traditional loyalty schemes.

Consumers are looking for more relevance, value and utility from retailers they have an ongoing engagement with.

This means traditional loyalty mechanics are being replaced by schemes that help retailers grow brand affinity with their customers. In turn, brands can leverage this affinity to drive increased transactional sales and/or frequency on top of the recurring revenue gains.

Miya Knights

Head of Industry Insight at Eagle Eye Solutions



Approximately

59%

of retail companies
have explored
subscription-based
offerings.



The entire way we did retail was reinvented.
We had to enhance our website, our bandwidth, and our ability
to communicate with our customers at a distance.
We implemented curbside pickup, new delivery options, and
payment solutions like handheld ATM machines to reduce
physical interactions.

Christopher Melillo
SVP of Retail at Curaleaf





A big part of what we've seen over the past few months is that your average customer may not be as comfortable having a stranger come to their home.

In response, we launched Lowe's for Pros JobSIGHT—an augmented video chat tool that lets pros conduct remote home visits with a series of tools that almost makes it like they were there.

So, we are looking for opportunities to rethink and deliver on what customers truly need.

Josh Shabtai

Sr. Director of Ecosystem at Lowe's Innovation Labs

Over
50%

of retailers
believe consumers'
health concerns
will continue to
alter physical retail
post-pandemic.



Hey,

did you know? You will find the full interview on RETHINK Retail website: [click here](#).

55%

say sustainability is an essential or high priority for their retail company.





Of all the fulfillment options available,
consumers say that curbside is the #1 option
they hope to continue using.
And it took a pandemic to make it happen.

Emily Pfeiffer

Senior Analyst, Commerce Technology at Forrester

94%

of retailers believe the
consumer trend of
BOPIS/curbside pickup
will last post COVID-19.





The pandemic has reinforced the need for retailers to have robust online operations, particularly when it comes to product availability, true and seamless omnichannel, and flexible fulfillment solutions.

Frederick Lecoq
Chief Marketing Officer of Golf Town

Per retailers, consumer trends most likely to last post COVID-19 are:

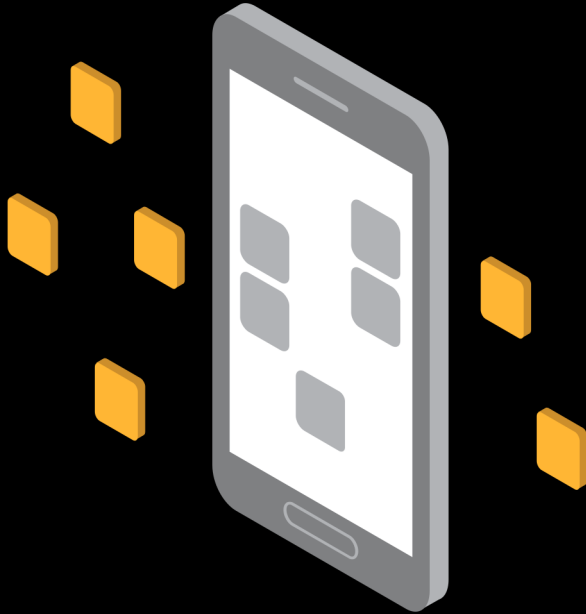
94%

BOPIS/curbside pickup

83%

e-commerce sales growth





3 in 4

retailers believe that mobile app usage will continue to grow post-pandemic.

RETHINK RETAIL

#SHIFTHAPPENS SERIES 2020

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