Top Three Ways Retailers Can Successfully Pave the Path to Purchase

A recent Accenture study, **Shopping in-Store, But Wanting More**, shows 40% of shoppers say the experience retailers need to improve most is in-store. If you want to increase sales – or most importantly, attract customers to walk in the store – then read on for the top three ways to successfully pave your customers' path to purchase using digital solutions.

1 Tell a brand's compelling story

Digital signage is not just a digital version of paper signage – it can grab and hold shoppers' attention more effectively than traditional signage. Visual merchandising is opened up in exciting new ways with messaging that stays fresh and relevant. Dynamic content and real-time updates provide an engaging and immersive experience for your customers.

Video analytics performed on a Scala digital solution showed digital signage drives an

89% increase in **views**

and a **52%** increase in **attention** over paper signage

Source: Flight Centre case study

2 Empower sales associates and customers

Digital solutions elevate the shopping experience and ease potential points of frustration. Empowering sales associates to instantly refine display content and have product information at their fingertips allows them to directly influence purchasing decisions without intrusion. Customers also benefit directly from a wide range of digital tools such as self-ordering kiosks, mobile apps and smart fitting rooms and shelving.

46% of shoppers will buy more from a retailer that **personalizes** the shopping experience

Source: Medallion Retail 2015

3 Create an interactive journey to the point of decision

Influence the purchase process by delivering dynamic and interactive content that can be personalized in the moment, boosting customer experience and sales with a wide range of targeting and customization tools, ultimately delivering the right content at the right time. Your customers will see that you're passionate about delivering a high quality and highly relevant experience.

27% of retailers have **digital signage** in store(s) at the point of purchase

Source: 2016 Retail Future Trends – Networld Media Group

SCALA

The Scala digital platform enables retailers to tailor communications for maximum impact. Content can be managed centrally and also updated locally, which allows for message refinement that creates a unique, personalized way of communicating to consumers.

To learn more about Scala and to see how other leading retailers are leveraging Scala's capabilities to increase sales, visit: **SCALA.COM/RETAIL**