



From Online to In-Store

Lessons from Leading Multichannel Retailers

WBR  DIGITAL

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Methodology

In Q1 of 2016 WBR Digital surveyed 200 e-commerce executives based in Europe on behalf of RetailMeNot, operator of VoucherCodes.co.uk. The research prioritised large multinational retailers, with a focus on their activities in four specific regions: The UK, Germany, France and the Netherlands. Respondents to the survey were Heads of E-Commerce, Directors of E-Commerce or others of an equal standing. The survey was conducted by appointment over the telephone. The results were compiled and anonymised by WBR Digital and are presented here with analysis and commentary by WBR Digital and RetailMeNot.

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SVP and GM International, RetailMeNot

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Key Findings

88% of retailers located in the UK use real time promotions to enhance the in-store experience.



62% of German retailers plan to transition to an integrated retail team to better support their omnichannel strategy.

73% of French retailers plan to invest in mobile coupons in the next 12 months.

41% of Dutch retailers have not yet fully aligned their cross-channel pricing.

Overall

46% of retailers work with third party providers for their localisation services.

71% of retailers plan to invest in mobile payment technologies.

61% of retailers plan to increase in-store technology spending over the next two years.



United
Kingdom

Netherlands

Germany

France

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Introduction

The way we shop has changed radically over the last ten years.

Retailers have moved from a single channel existence, mainly bricks-and-mortar stores and mail order catalogues, to multiple channels. The customer journey is no longer a linear path; the challenge for both retailers and brands is to keep up with a consumer whose shopping journey stops and starts, moves from online to mobile to the storefront and back again.

There is a consolidation underway on the high street – one which has been ignited by the digital revolution and its resulting impact on both customer behaviour and expectations.

Consumers now expect their retail experience to be slick and seamless, regardless of how they choose to interact with a brand. Nine out of ten shoppers (86%) flit between multiple channels during the shopping journey; as a result omnichannel has become the watchword of the industry.

At a fundamental level, customer needs are quite straightforward: to find what they need, when they need it, wherever they are. To keep them happy retailers must do more than just keep up with customer expectations – they need to be innovative and stay one step ahead.

Sadly, the dangers of falling behind are easy to see. The suffering and demise of businesses which have failed to move with the times are well documented in the news.

We wanted to get a better understanding of how leading multichannel retailers in Europe perceive these changes, where they see opportunities, what their challenges are, and how they are adapting to this new retail environment. This report provides insights about the latest trends and how retailers are rethinking their business to differentiate their brand, drive footfall and increase sales.

Part 1: Mobile Technology In-Store



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Mobile friendly commerce

Mobile is a must for forward thinking retailers. Although mobile-commerce is still a very small slice of the e-commerce pie in Europe (around 0.2%, or about 45 billion Euros), it is currently the fastest growing channel in retail for sales.

Less than one percent of respondents to our survey had neither a mobile optimised website nor an app – an impressive result. However, we know that is not so often the case for smaller retailers who are far less likely to have either. Without a doubt, mobile is a key ingredient for successful multichannel operations.

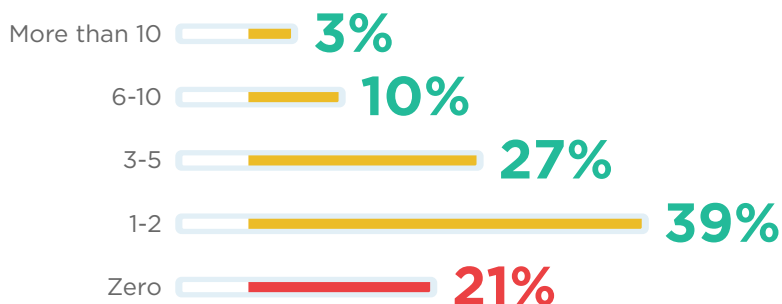
While the vast majority of brands have both a mobile optimised website and an app, one third of respondents only have a mobile website (but no app), and only seven percent have an app but no mobile optimised website.

This is not surprising, because launching an app requires massive investment. In addition, as a result of fierce competition in the retail app market it can be difficult to inspire consumers to download an app, and entirely another challenge to get them to use it.

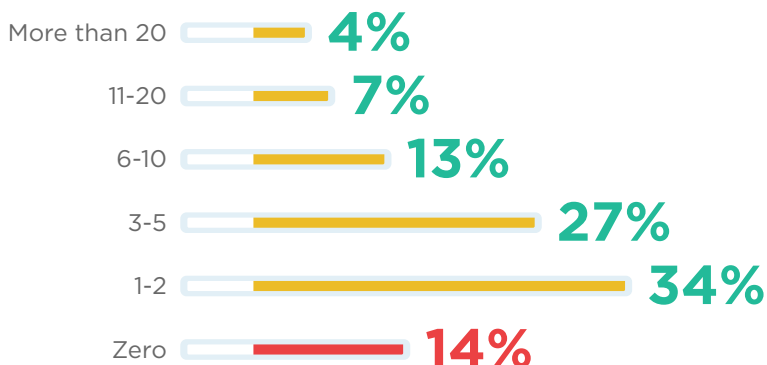
Thus, many retailers have reached the conclusion that although apps are great to communicate with their most engaged customers, a mobile website which works well on a small screen is in most cases more efficient.

Recent research shows that most consumers have fewer than five retailer apps on their phone and most people use only one or two.

How many retailer applications do you have on your phone?

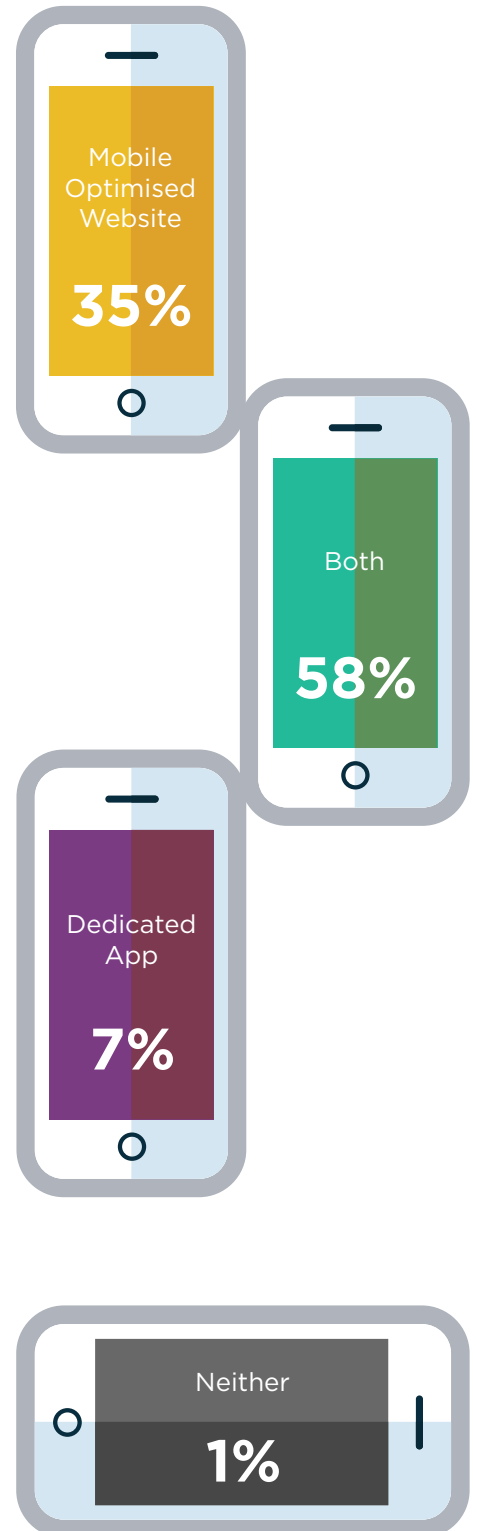


How many times have you used a retailer application in the past month?



Source: The State Of Mobile Apps For Retailers, an August 2015 commissioned study conducted by Forrester Consulting on behalf of RetailMeNot

How are you making your online presence more mobile friendly?



Mobile technology and online services in-store

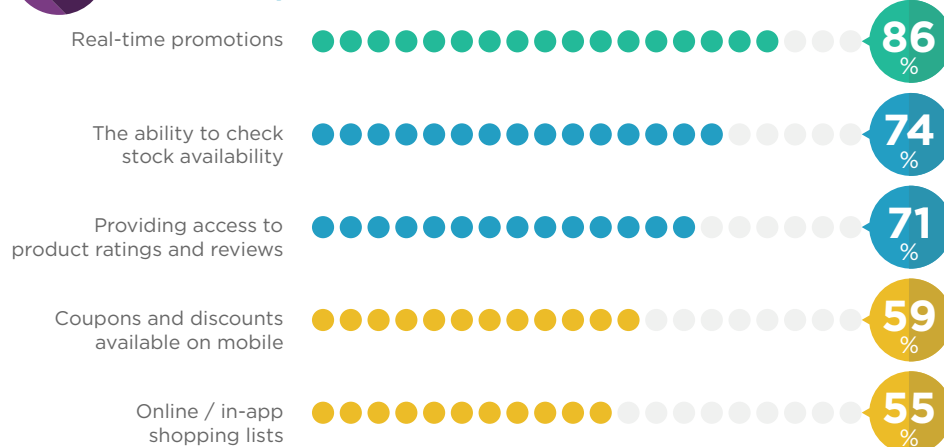
M-commerce is not only about selling directly on mobile, but equally about mobile as a crucial touch point in the shopper's journey. Mobile is a portal through which customers can research products, get information about stores, compare prices and check availability. Mobile technology can also help to drive sales in-store, by making specific offers available, and by promoting services like Click & Collect.

Tablets have become a popular means of bringing technology in-store. They can help to secure a sale, display additional product information, or allow customers to order products which are currently not available. All of this is designed to help close the sale while the customer is present, rather than have them leave to find what they need elsewhere.

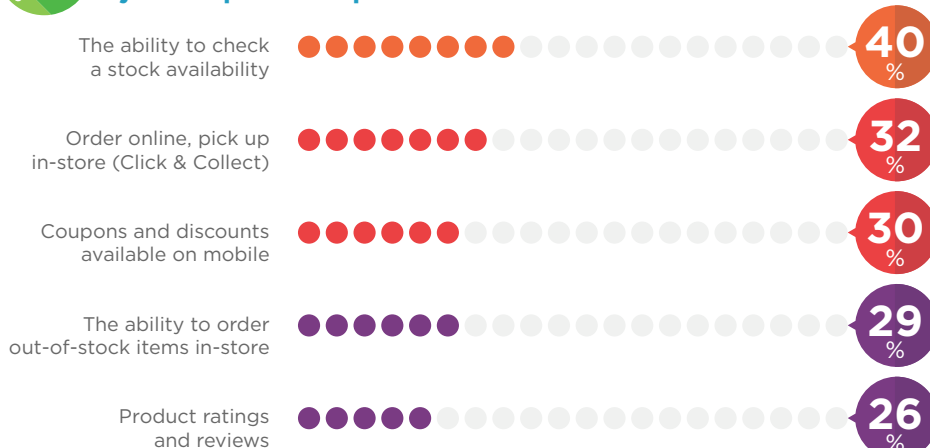
Retailers are also doing more with online services to help to enhance the in-store experience. Our survey highlights the importance of helping the customer get the right price. The abundance of options available to consumers today means that they are very sensitive to price and may often feel that without a discount, they may be able to find a better offer somewhere else.



Which online services do you offer to enhance the in-store experience?



Which online services would you like the retailers you shop with to provide?



Are you currently using mobile technology specifically to drive in-store sales?



Mobile website

99%



Mobile app

71%



Tablets in-store

29%



None of the above

1%



Other (please specify)

1%

In addition, modern shoppers are increasingly ‘channel agnostic’. This means that they expect to find the same deals from the same company regardless of whether the channel is technically online or offline.

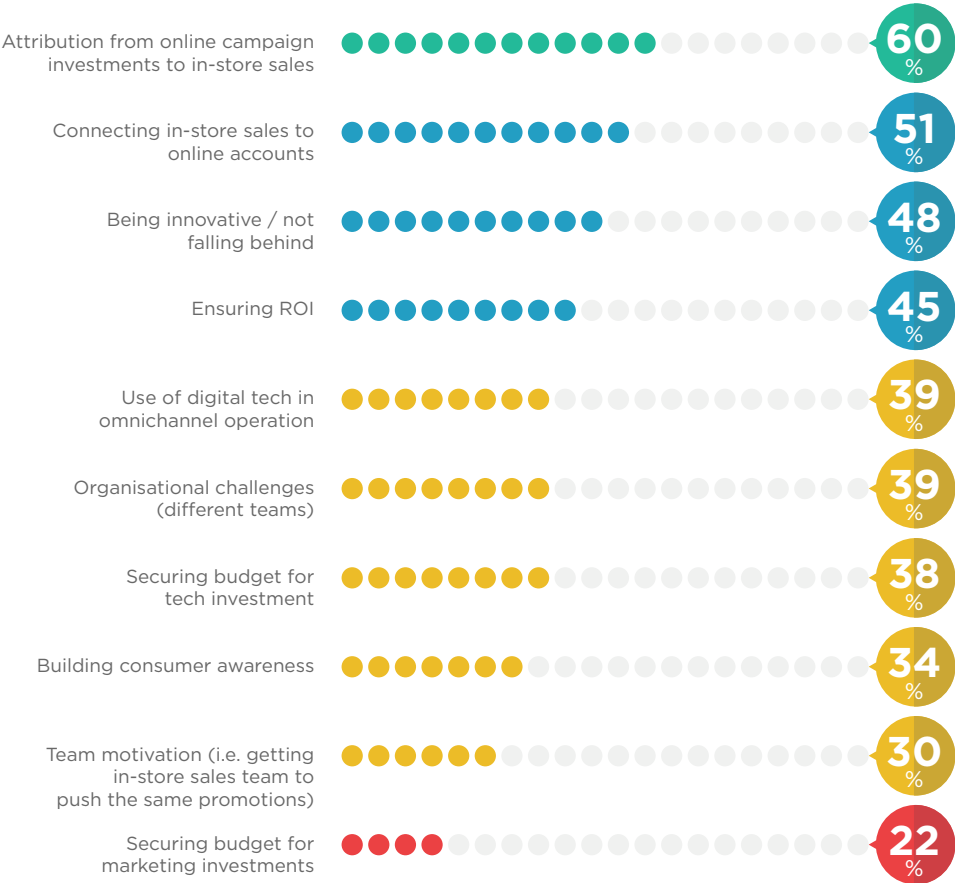
Providing information about store availability is a frequently requested service and three out of four of the leading multichannel retailers now offer this. The ability to check stock availability is also a powerful tool to drive footfall in-store for 74% of the respondents. If a customer knows a product is available nearby, they are more likely to visit the store either to make a purchase or to get more information.

With that in mind, retailers are also focused on providing more detailed product information and reviews on their mobile site or app (71%), and more than half of the surveyed retailers are offering Click & Collect services. One of the additional benefits of the Click & Collect service is that it offers the retailer another bite at the cherry – as customers come to collect their pre-order, they also pick up other items too.

Connecting the dots on the path to purchase

Although the omnichannel proposition may be intuitive from the perspective of a customer, it presents an interesting set of challenges to retailers seeking to attribute sales to one channel or another.

What are your biggest challenges in terms of using mobile marketing to enhance the in-store experience?



One of the additional benefits of the Click & Collect service is that it offers the retailer another bite at the cherry – as customers come to collect their pre-order, they also pick up other items too.

We can see evidence of that in our results – three out of five retailers say that they struggle to attribute their online campaign investments to physical stores, and half of retailers struggle to connect their in-store sales to their customers’ existing online accounts.

At the same time, nearly half of the respondents find it difficult to prove the ROI of their investments, and a further 48% fear that they will fall behind their competitors for lack of innovation in an environment which is changing at a very past pace.

Organisational challenges are undoubtedly still part of the problem – retail teams working in silos can be a real issue when omnichannel initiatives are spread out across separate teams.

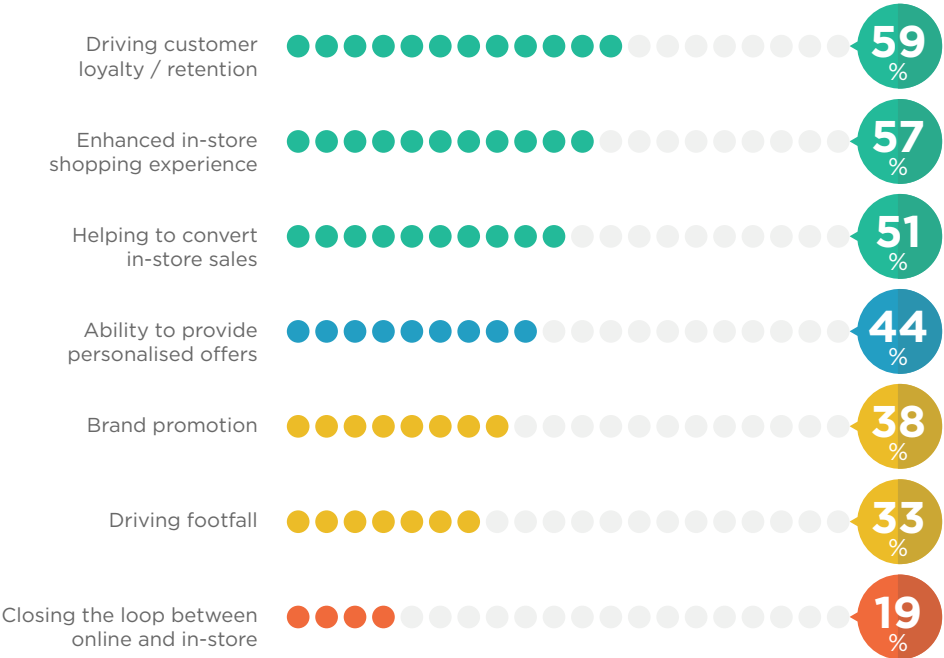
Technology helping people

Nearly 60% of the retailers we surveyed believe that the biggest business advantage of using online technology in-store is to drive customer retention. This clearly illustrates that multichannel retailers think beyond the next transaction with their investments.

Retail gets more competitive every year. Shoppers expect good prices, excellent quality and outstanding customer service, and they’re always ready to switch brands if they’re not happy. This is reflected in the impact retailers believe that technology will have on enhancing the in-store experience (57%), and the importance of providing personalised offers (44%).

51% also see mobile as a way to help convert in-store sales, which shows that leading brands understand that mobile is far more than just a transactional tool but is also a decisive touch point and a factor which must be considered at every part of the customer journey.

What do you expect to be the biggest business advantages of leveraging mobile technology in-store?



Are you using other digital channels to drive traffic in-store?



Offers promoted through newsletters

94%



Click & Collect for orders on online website

68%



Push notifications

54%



Printable vouchers redeemable in-store

45%



Geofencing

22%



No

2%

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Of course, mobile offers are not the only way to bring customers in-store and our research indicates that there are a number of other popular strategies.

Clearly newsletters have found a new lease of life in the digital age as a very effective means of reaching out to customers – although certainly the days of generic mass emailing are over. Email outreach is becoming more personalised and targeted all the time, and can be used to remind customers of products they have looked at previously, or to entice the customer into the store using great deals and offers.

Printable vouchers (or vouchers shown on a mobile phone) are also an efficient way to drive footfall. However, it is essential that any vouchers should be redeemable both online and in-store in order to avoid disappointing the customer.

Geo-fencing – using GPS technology to send out targeted location-based offers – is being used to some extent by 22% of retailers, and half of retailers are also sending out push notifications. This highlights the growing appetite for location-based technologies and proximity services amongst retailers.

Do you have a strategy to address in-store price comparisons?



YES

66%



WE'RE
WORKING
ON IT

30%



NO

4%

This is a shop not a library!

Retailers know that mobile technology offers them many great advantages, but it also represents a challenge.

While technology has given retailers an unprecedented view into the shopping habits and preferences of their customers, the pendulum swings both ways. Customers also have an unprecedented ability to check offers and compare prices on the same or similar products with competitors – even when standing in your store (they can probably also check their availability!).

Retail gets more competitive every year. Shoppers expect good prices, excellent quality and outstanding customer service, and they're always ready to switch brands if they're not happy.

Our research tells a clear story – only four percent of retailers do not consider this a problem, and a further third are struggling to define a clear strategy to deal with this issue. Ultimately, this phenomenon places the responsibility on the retailer to offer the best prices, as well as the most transparency and convenience.

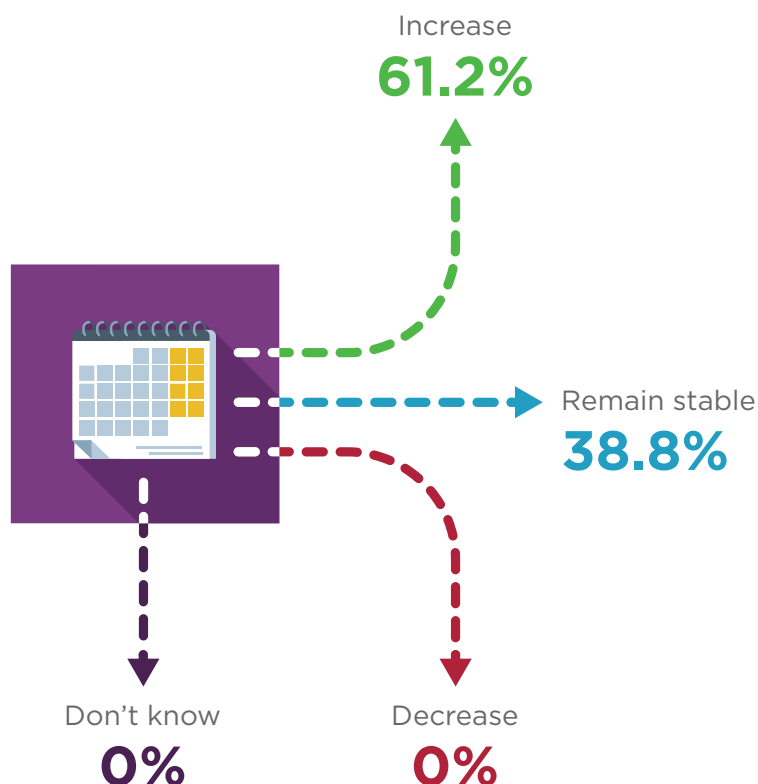
Digital investments in-store

The considerable investment levels described by respondents indicate how important digital-to-store has become. The vast majority of retailers are planning to increase their investment levels in in-store digital technologies in order to boost high street sales.

Retailers understand that this is the key to meeting their customers' expectations and building loyalty. Despite the high-profile store closures of recent years, the picture is not completely black and white – other retailers are opening new stores all the time. The fact is that no-one on the high street can afford to stand still – retailers must constantly be re-evaluating and reinventing themselves if they don't want to fall behind.

Those who do well will be able to create a truly seamless experience between online, mobile and in-store. If it works, customers will vote with their wallets and at the same time develop a much deeper engagement with the brand. The challenge, however, is that although the long-term effects can be great, these investments are not always easy to evaluate in the short-term.

How will your digital investments to drive in-store sales evolve in the next 12 – 24 months?



The fact is that no-one on the high street can afford to stand still – retailers must constantly be re-evaluating and reinventing themselves if they don't want to fall behind.

Interview with...

Giulio Montemagno, SVP and
GM International, RetailMeNot



What's driving the huge changes happening on the high street right now?

We are at the very beginning of a massive transformation of the retail landscape in Europe. This has been triggered by the introduction of many new technologies, and in particular by the strong adoption of smartphones. The amount of time that people spend with their eyes glued to their mobile phone has completely changed the dynamic of retail shopping. What is really happening is that the barriers between online and offline shopping are being taken away – in this way it is the customer who is driving the revolution in retail which we are currently experiencing.

Mobile has now become an integral part of the shopping experience, both online and in-store, not just for buying, but also for researching information, comparing offers and looking up discounts and vouchers. Retailers must entirely rethink the shopping journey, with mobile at every stage of the process.

How have successful retailers managed to implement multichannel effectively?

Getting multichannel right is much easier said than done – it requires a very high level of logistical execution, a considerable amount of investment in hardware, software, training and a lot of dedication and commitment by the entire organisation.

Whatever retailers do, they have to not only put the customer first, but also really think like a customer. The way consumers shop has changed, and as a result their expectations have changed. The most successful retailers have understood that, and are working to align the way they do business with customer expectations.

In addition, retailers have to adapt their organisational structure to reflect the changes in operational goals – all too often when we talk to retailers we discover that they have internal teams working on retail projects and promotions independently of each other – a

very siloed approach. In terms of the Marketing department for example, you may have one team responsible for in-store marketing operations, and another in charge of online marketing – these teams may not necessarily talk to each other. They have different goals, different KPIs and different budgets. This organisational structure prevents retailers from implementing efficient multichannel campaigns, since by definition those campaigns cut across departments. For companies to really operate a multichannel model they need to find a way to restructure their teams to adjust to this new operational reality.

How do you see things changing in the next five years?

One thing is clear, the in-store experience is still very important to consumers. Despite how comfortable a large portion of the public now is with shopping online, 90% of retail sales still happen in-store. Hence, I definitely do not think that stores are going away any time soon.

Secondly, data will be far more important to a greater number of retailers. If retailers are transparent with consumers with regards to the data they are gathering, and communicate what this data is being used for, then they will be able to deliver a highly relevant and personalised shopping experience which will in turn foster a fruitful and long-term relationship with their customers.

Thirdly, we can see that sales on mobile devices are increasing as a share of total e-commerce sales, and I'm sure this trend will continue. What we will see, as time goes by, is that the amount of devices which fit into this 'mobile' category will expand to include any object with internet connectivity like entertainment systems, home appliances or whatever the consumer happens to be using at the time. One thing seems certain – technology will be the backbone of retail in five years time to a far greater extent than it is today.

Part 2: Joined Up Multichannel



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Reaching out to customers

Retailers know that customers increasingly interact with their brand on several different touch points before making a purchase.

Almost all high street retailers now have an online store, but the trend is also starting to run in reverse: online pure players are opening physical stores. Amazon is opening stores in the United States, Zalando is experimenting with pop-up stores all over Europe, and German company My Muesli, who started by selling their custom mixed cereal over the internet, now has fifty physical stores where customers can try the cereal in person, including twenty opened in 2015.

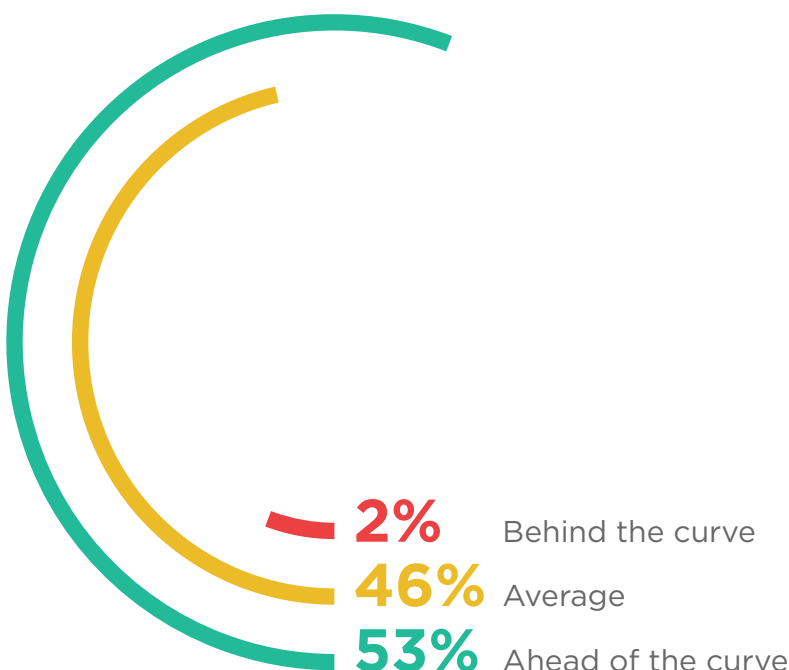
Social media is also extremely important, although for now it is not primarily used to sell, rather it is being used to strengthen both customer engagement and brand awareness.

Multichannel in a competitive market

It is so important in today's tech-enabled, cloud-based consumer culture that a retailer's brand is seen to be trustworthy and at the cutting edge of innovation.

A huge part of building a strong brand perception is getting multichannel right, and according to our research big multichannel retailers are fairly confident about their approach – at least they feel on a par with their direct competitors. Leading brands are confident that they're making the right kinds of investments and that this will give them a competitive edge. Smaller retailers, however, with more limited capacities to invest, are unlikely to feel as confident about their omnichannel presence.

Comparing yourself to your competitors, how effectively are you currently operating an omnichannel strategy?



On which channels/touch points does your business currently have a presence?

Price comparison sites
27%

Voucher sites
39%

Apps
60%

Catalogues
69%

Social media
77%

Online store
89%

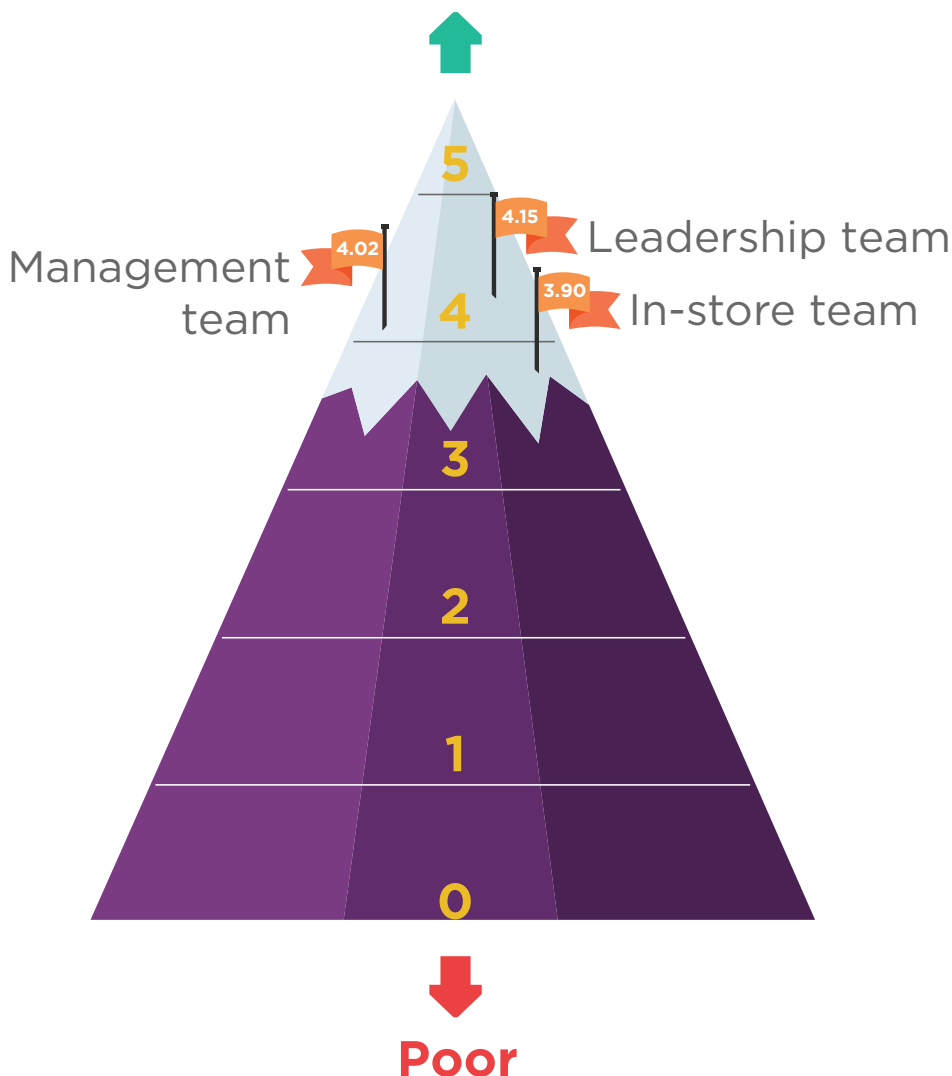
Physical store
100%

If these smaller companies are to learn the lessons of their more established counterparts, they will need to build a powerful case for change within their own organisations. Multichannel retailing is driven from the top down.

The strongest awareness of multichannel and its implications lies with the leadership team according to our research. That being said, even though the results are slightly lower for the middle management and in-store teams, the buy-in rates are fairly high at all levels.

Leading retailers now understand that flawless execution in-store is the key to successful omnichannel retail – they have started to make the necessary investments to train the teams and promote the culture at all levels. For an omnichannel campaign to be successful it is important that information flows easily across the entire business; from the CEO who leads the charge, to the sales assistant at the cash register who will be the direct point of contact for the customer.

How well is a culture of omnichannel retailing promoted in your company, from the top leadership down to in-store staff?



A huge part of building a strong brand perception is getting multichannel right, and according to our research big multichannel retailers are fairly confident about their approach.

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Budgeting for success

This holistic multichannel approach requires, for many organisations, fundamental departmental change in order to work. Many retailers have been slow to adapt their internal organisation in comparison with the fast-paced changes in technology and consumer demand. This is even true amongst retailers who already feel that their multichannel operations are fairly advanced.

According to our research only 38% of retailers have made the transition to an integrated retail team which manages all channels. For more than a quarter of retailers there is no clear organisation and the budget is managed by different teams depending on the campaign.

When teams are set up in this way it creates the possibility of internal competition, and certainly does not promote the kind of team work required to really see results.

Where does the main budget sit for omnichannel marketing initiatives?



We have an integrated retail team
38%



With the online team
17%



With the in-store team
12%



With the mobile team
4%

Do you currently have plans to restructure your retail organisation to better match the needs of your omnichannel operation?



We've already done it
29%



We're currently transitioning from separate teams to one combined retail team
32%



No plans, but we are considering it
5%



We don't think this will be necessary
34%

This could result in a customer enquiring in-store about an online offer they had received by email, only to have a sales assistant direct them to a different deal which is more in line with how they are incentivised in-store. This kind of confusion causes real harm to brand perception, and is the direct result of a poorly thought out and implemented multichannel strategy.

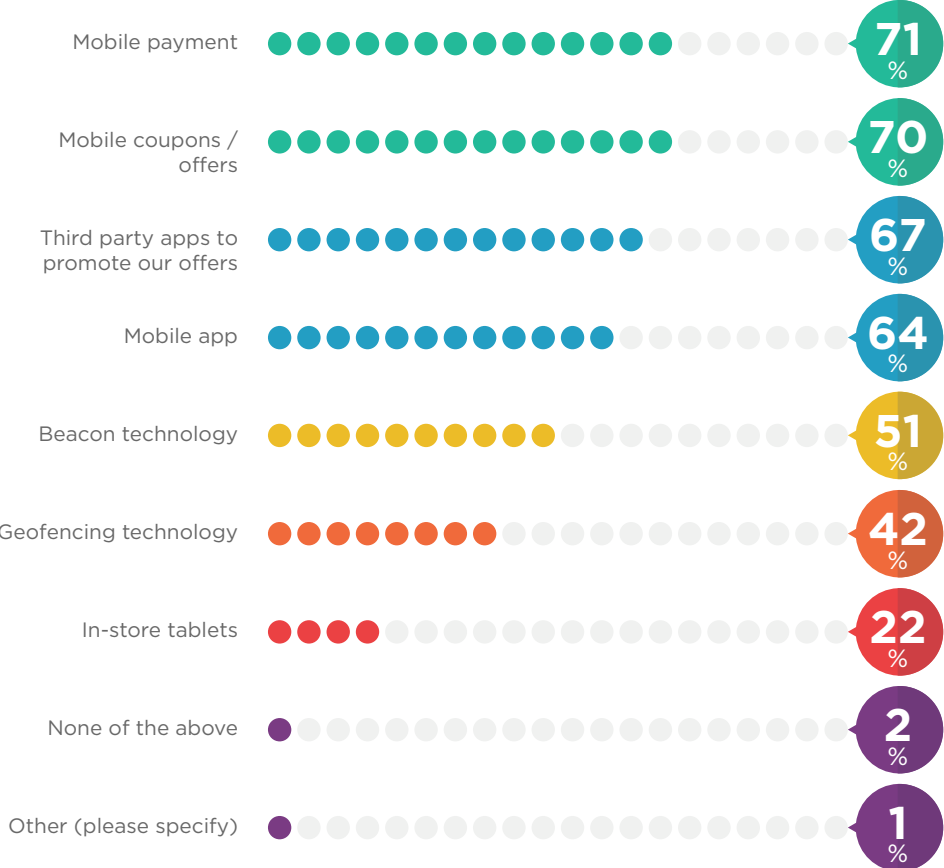
Of course, it's no real surprise that companies have been somewhat slow to react to the pace of change. That being said, the majority of brands now recognise that structural changes may be necessary to operate efficiently. We found that one third of brands have already transformed their teams, and another third are currently working on it. Only 34% of brands are not of the impression that change is necessary.

Making the most of mobile

This biggest single growth area in European e-commerce is in mobile. As a result we are seeing considerable investment into technologies which can help retailers to leverage the selling power of mobile in-store.

Leading multichannel brands are planning significant investment in mobile payments, but also in mobile coupons and offers. More than two thirds of brands are also planning to invest in third party apps to promote their offers, as partnering allows them to broaden their reach and attract new potential customers.

What mobile initiatives are you planning to invest in over the next 12 months to help improve in-store performance?



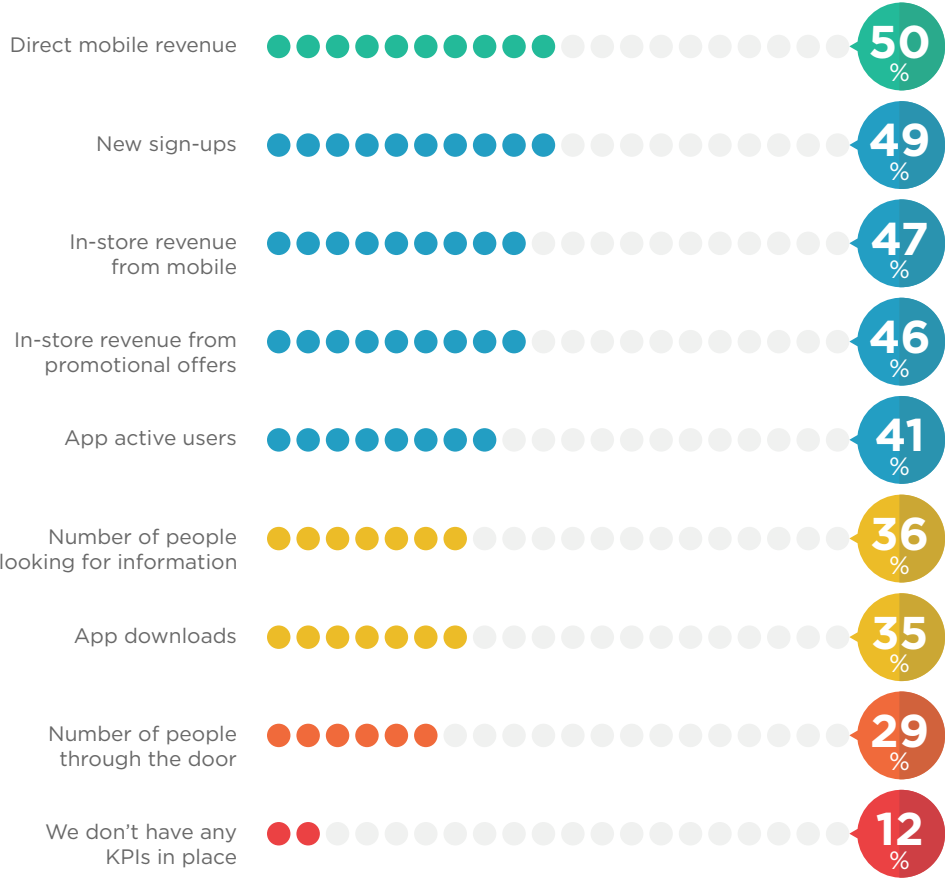
Leading multi-channel brands are planning significant investment in mobile payments, but also in mobile coupons and offers.

Retailers are also planning to invest more in their mobile app, but since consumers limit the number of retailer apps they download, third party aggregator apps are a powerful solution to enhance the visibility of their offers and are a great way to target potential new customers with an appetite for deals and offers.

Location-based technology such as beacons and geo-fencing also scored high in terms of investment, and we will certainly see more innovation in this area in the near future.

Tracking ROI on investment in mobile is a famously tricky business. As we can see, retailers are using a wide variety of KPIs to determine their success. This is likely due to the fact that, at least for now, mobile is not the primary tool of the transaction. As a result, retailers are trying to determine which KPIs make the most sense, and how they can be best correlated to demonstrate the value of the investments they have made. Interestingly enough, one out of ten retailers don't have any mobile KPIs at all.

What KPIs do you use to measure the success of mobile?



Tracking ROI on investment in mobile is a famously tricky business. As we can see, retailers are using a wide variety of KPIs to determine their success.

Building the business case for multichannel

While retailers operating at the top end of the high street are already making gains implementing multichannel methodologies, the rest are slowly developing their ability to upgrade and use technology in-store. However, getting multichannel right is an ongoing challenge, and one which all of your teams – from the boardroom to the shop floor – must be fully bought into.

But how do you build the business case for a multichannel revolution? What are the potential gains?

1. Building customer profiles

One of the big advantages which online retailers have had over their high street counterparts is the ability to accurately profile their customers. They create an account, enter their shipping address, make a number of purchases and, ultimately, online retailers get to know them fairly well.

Multichannel offers retailers the opportunity to incorporate that data into the in-store experience and use customer profiles to enhance the customer journey. This is something which not many retailers have the ability to do today – and which is a huge missed opportunity.

2. Leveraging data

Data can be used in many ways to improve your bottom line – but the multichannel journey all begins with the customer. Using your data effectively is all about getting the right message to the right customer at precisely the right moment in their shopping journey.

As technology on the high street continues to advance, data will become an even more powerful brand differentiator. Data will determine a retailer's ability to execute highly targeted and relevant customer engagement

campaigns, and therefore has a central role not only in customer engagement, but also in brand perception.

3. Driving footfall

Part of the synergy offered by a well executed multichannel strategy is the ability to use online marketing techniques to bring potential customers into the store. For the time-poor shopper of today's world, the ability to conveniently shop and browse is invaluable – and the multichannel approach means that they don't have to worry about exorbitant shipping charges.

But it's not only innovations like Click & Collect which drive footfall – location-based offers using smart targeting and user-technology have also shown to be highly effective. RetailMeNot brand VoucherCodes.co.uk recently ran a test over Black Friday with a national department store in the UK and found that an average of 18% of people who clicked on a digital offer went on to visit the store.

4. Meeting expectations

There is a real gap between customer expectations, which have become far more

demanding, and what retailers have been able to implement. For example, customers expect online pricing and offers to be the same as those in-store, but this standard is not yet being lived up to by retailers across the board.

Adopting a cohesive multichannel strategy cuts straight through the online / offline distinction. The challenge is to move to an integrated operational model which can meet customer expectations, and bring positive change to the business.

The retail revolution is being led by the rapidly evolving expectations of customers – how brands meet, or fail to meet, those expectations will define their customers' perception of their brand for years to come.

5. Targeted offers in-store

Closing more sales in-store is another attractive proposition offered by multichannel – and this is all about offering the customer contextually relevant offers based on their behaviour.

Many retailers are experimenting with beacons – these allow retailers to track the location of their customers inside the store, and push contextual messages to them as they move into different areas. Although this technology is far from well-established in Europe, beacons and similar technologies like geo-fencing are much more widely used in the USA. In fact, the USA in general is slightly ahead of the curve in terms of integrating location-based technology on the high street.

6. Dynamic in-store experience

Another area of experimentation for retailers is incorporating technology in-store. This is a powerful way to use the customer profiles you have built to meet customer expectations while also facilitating opportunities for up- and cross-selling.

This could be floor staff using tablets and other mobile technology with customers on the shop floor, or employing mobile POS to break up the conventional environment and personalise the purchasing dynamic.

It is also a really effective way to encourage customers to create online accounts, and therefore expand the database and use the data to send personalised messaging.

7. Customer Convenience

Integrating online technology also has the advantage of making your products as accessible as possible for customers – and this is all part of a cohesive multichannel strategy.

We're all pretty familiar with Click & Collect; in fact it has gone from obscurity to ubiquity in the last few years. But retailers are experimenting with other strategies too, like using lockers with personalised codes for consumers to pick up or return items at their convenience.

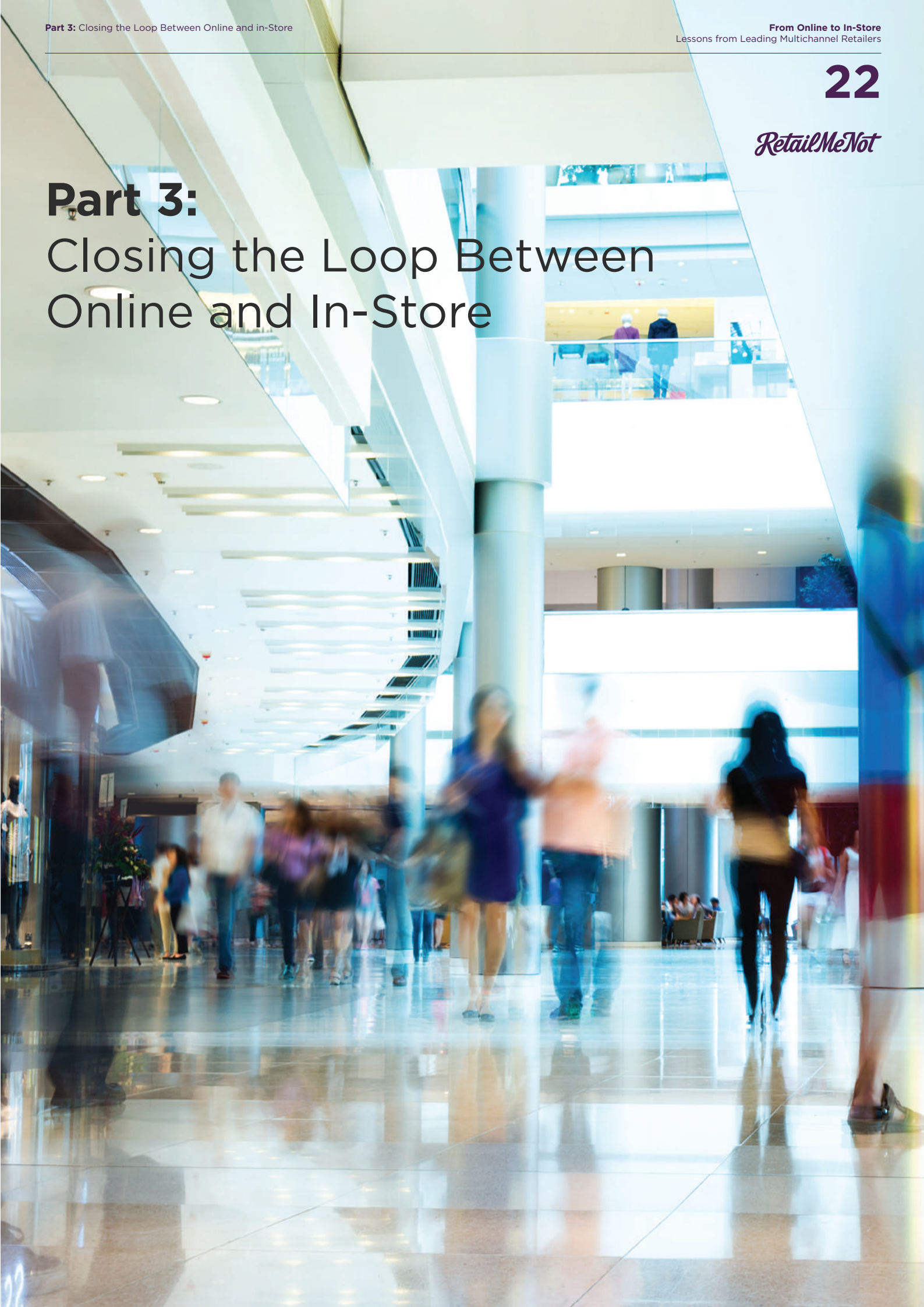
These locked boxes can be placed in the store, near the store or even in high-traffic areas like local train stations.

8. Long-lasting relationships

It is difficult to overstate the importance of keeping pace with rapidly changing customer expectations. And there are examples of high-profile companies who have failed to do so, and have paid the ultimate price as a result.

The answer is to create a shopping experience which exceeds expectations; a convenient, coherent and customer-focused journey which delivers the right messages to the right customers at the right time. By building this relationship with your customers year after year you are cementing a mutually profitable relationship for both parties which will stand the test of time.

Part 3: Closing the Loop Between Online and In-Store



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Keeping things consistent

Finding different prices for the same products online and in-store is certainly one of the biggest points of friction for consumers. They don't understand why certain products have different pricing, or are only available on particular channels.

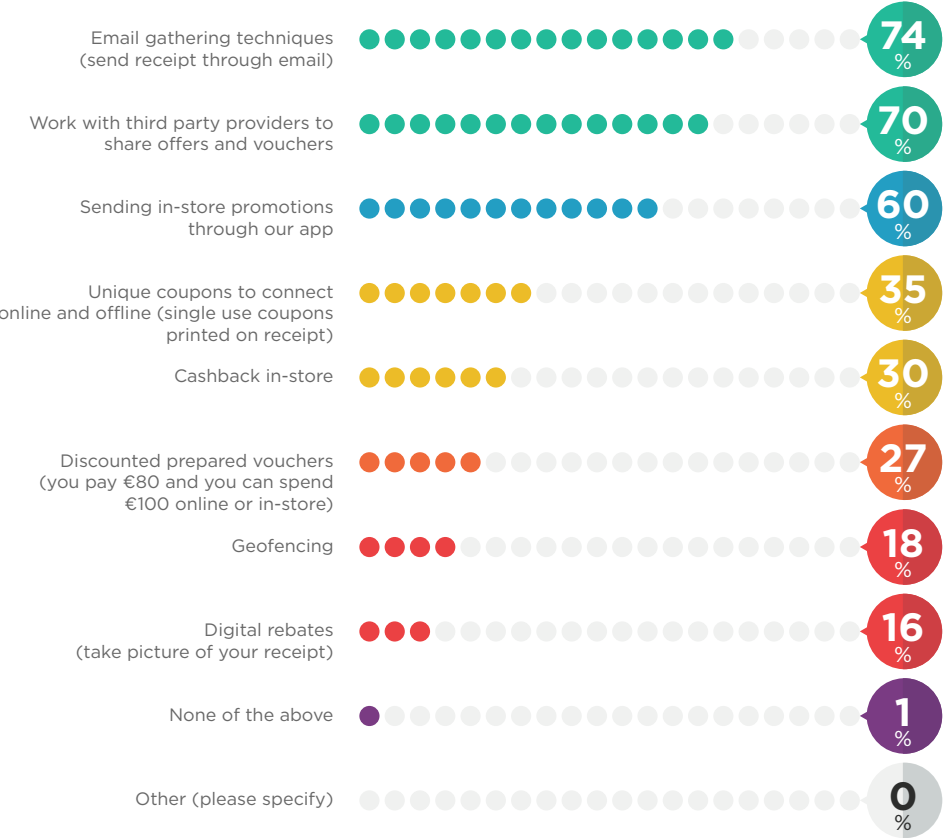
Retailers have largely now realised this and are addressing the issue – six out of ten retailers have aligned their prices completely; however more than one third of participants do not have consistency across the board. For instance, promotional offers are in many cases still not omnichannel but available solely online or in-store.

This is certainly something which retailers will have to focus on in the future as it interrupts the seamless shopping experience which customers now expect.

Closing the loop

Despite the advances made in tracking customer preferences and spending habits online, the ability to do so in store has not kept pace. This may be seen as a disadvantage, but connecting up those dots is the next step for multichannel retailers.

What initiatives are you currently running to close the loop between online and in-store?



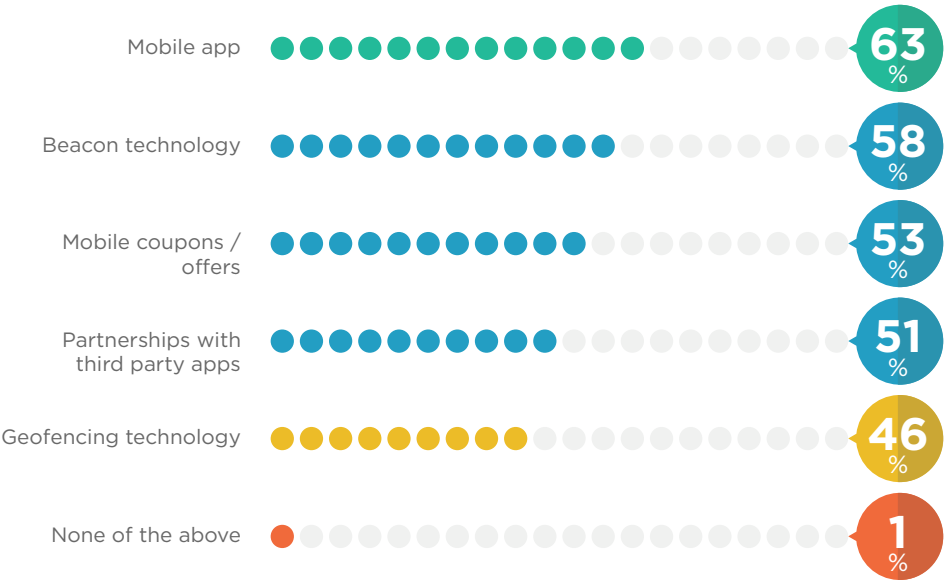
Are your product information and prices consistent across channels?



It is not easy for retailers to match the customer who walks into a store to the profile which they may have created for them online. However, there are methods in use today which have seen some success, like signing up to a customer loyalty programme, or delivering a receipt through email.

Partnerships with voucher apps have also been shown to be one of the most effective ways of doing this, as not only do you bring a new tech-savvy customer into your store, but they can be further incentivised to join your own loyalty programme in order to redeem that offer.

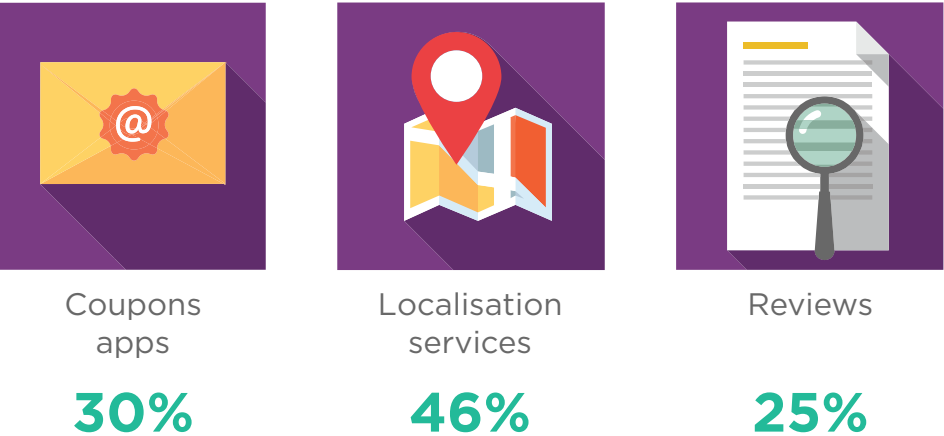
What mobile initiatives are you planning to invest in over the next 12 months to help improve in-store performance?



Thinking and acting locally

As we saw earlier in the report, localisation is becoming increasingly important to retailers in Europe – location-based technology will continue to help to close the loop between online and in-store.

What kind of third party apps or services do you partner with?



Finding different prices for the same products online and in-store is certainly one of the biggest points of friction for consumers.

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For some retailers this can be as simple as adding a map into their app with directions to the nearest store. Another proven technique is to push limited-time offers to customers in the local area. The urgency created using this method brings bargain-hungry shoppers right to your door, and has the added advantage of significantly widening your existing customer base.

Although beacons are still a nascent technology and far from commonly used, retailers clearly see potential. Close to a quarter of our surveyed retailers indicated that although they are not using them yet, they plan to do so in the next two years. However, beacons are being used to close the loop between online and in-store today, by providing information, pushing offers and tracking consumer behaviour in-store.

Are beacons part of your online / in-store strategy?



Conclusion

The people who are really leading the revolution on the high street are shoppers. Our changing habits and expectations have challenged retailers to up their game – and by doing so have changed the face of high street shopping forever.

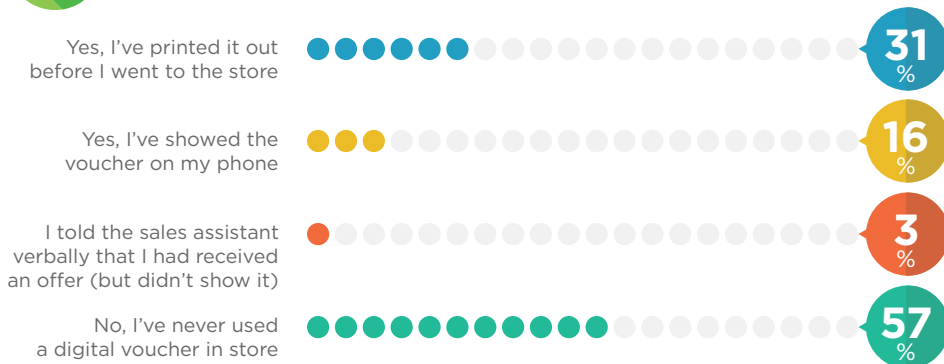
Shoppers today are tech-savvy, channel agnostic and ready to move on to another retailer when they offer them a better deal. Retailers are competing about the best way to win them over – one method, digital offers, has been shown to attract new customers to the bricks-and-mortar store. Why does it work? It matches customer expectation – the expectation to be able to get the best price. Recent consumer research from YouGov shows that nearly half of consumers have already used a digital voucher to make a purchase in-store, and their appetite is only growing.

Localisation is becoming increasingly important to retailers in Europe and location-based technology will increasingly help to close the loop between online and in-store.

Keeping pace with customer demand is absolutely at the heart of a successful multichannel strategy, and while some of the leading retailers have made excellent headway, there is still plenty of experimentation and innovation to come.



Have you already redeemed a digital voucher that you've found online or on your mobile in-store?



Source: RetailMeNot / YouGov 2016

About RetailMeNot

RetailMeNot, Inc. (www.retailmenot.com/corp/) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ending March 31, 2016, RetailMeNot, Inc. experienced over 700 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during the three months ending March 31, 2016.

RetailMeNot, Inc. estimates that approximately \$4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than \$600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; RetailMeNot.de in Germany; Actiepagina.nl in the Netherlands; Ma-Reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain; RetailMeNot.it in Italy; RetailMeNot.pl in Poland and GiftCardZen.com and Deals2Buy.com in North America.

RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: investor.retailmenot.com.

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