

# Retail's Next Frontier

## THE BLURRING OF ONLINE AND OFFLINE

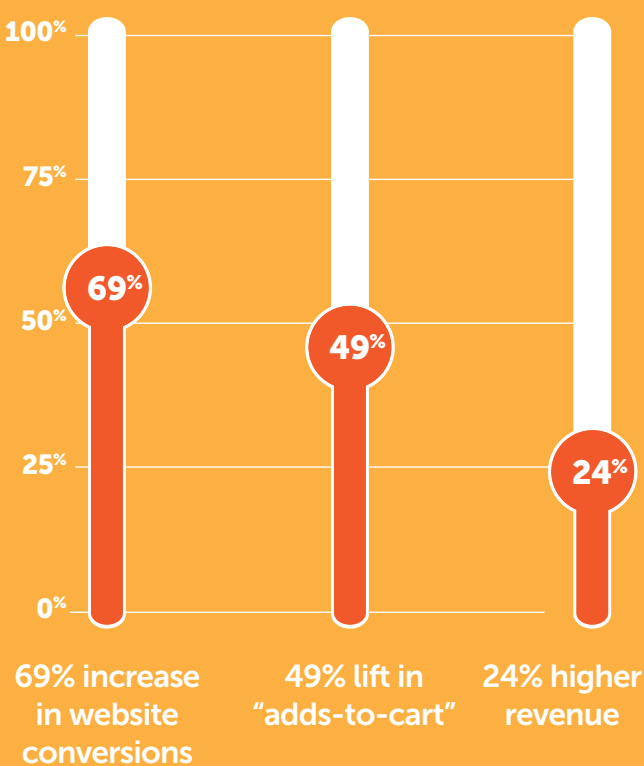
With the rise of omni-channel, brick & mortar retail now has a myriad of online opportunities. But some are more immediate than others.

So which online opportunities should offline retailers focus on next?

### ONLINE TESTING

#### ONLINE AS A DIGITAL TESTING PLATFORM

Today, e-commerce companies use a secret weapon called A/B testing to drive more clicks, conversions, and sales online:



### DIGITAL COUPONS

#### THE UBIQUITY OF DIGITAL COUPONS

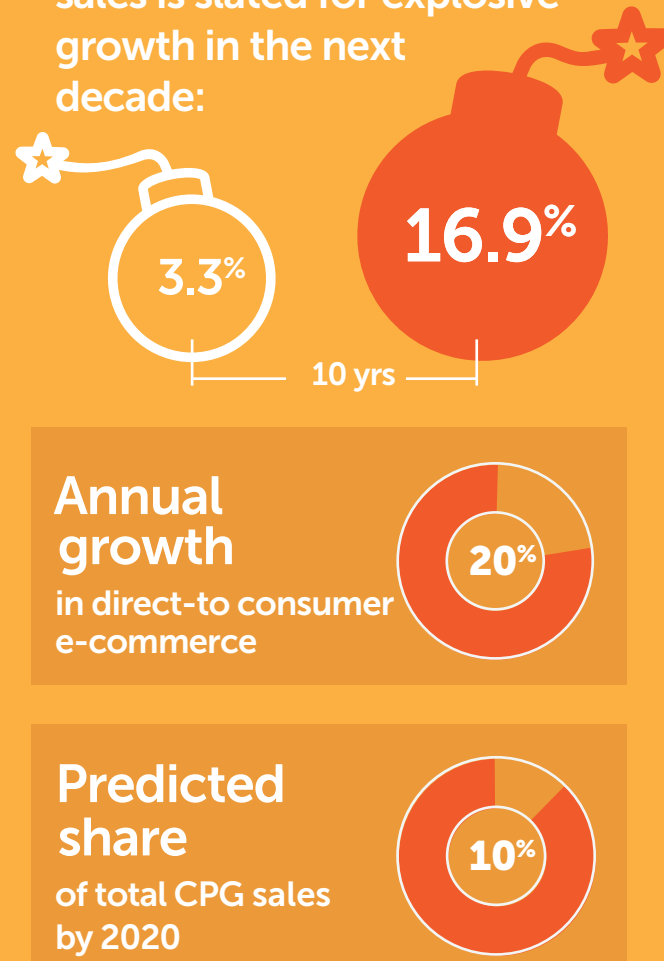
A growing number of shoppers are starting to look for coupons online:



### E-COMMERCE

#### THE RISE OF E-COMMERCE

E-commerce share of grocery sales is slated for explosive growth in the next decade:



#### OFFLINE RELEVANCE HORIZON: NOW

Today retailers already have the tools to test the effectiveness in-store offers with their shoppers online

Offer Innovation enables offline retailers to use online as a digital testing platform to uncover the best in-store promotions



Generating thousands of different offer variations



Testing them on digital platforms such as load-to-card & print-at-home coupons

#### OFFLINE RELEVANCE HORIZON: 5-10 YEARS

Today digital coupons make up just ~1% of all coupons and only a tiny fraction of all promotions



#### ONLINE

#### OFFLINE

#### OFFLINE RELEVANCE HORIZON: 10+ YEARS

Today most purchase decisions and the vast majority of grocery sales are still made in store



## OFFER INNOVATION REVEALED...



A leading consumer goods manufacturer discovered that, surprisingly, 4 for \$5 was more appealing to consumers than \$3 for 3



A leading beverage company learned that a "buy one, get one" offer drove a 40% lift in volume sales over their regular offer of 20% off of one



Demand for one produce item found in every supermarket dropped by 43% when price was raised by just \$0.01 above a seemingly arbitrary threshold



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