Omnichannel Retail Strategy
What is Omnichannel Retail?

Omnichannel retail empowers brands to reach consumers at every touchpoint of the buying experience — online and off — to provide a relevant consumer experience across all channels.
Omnichannel v. Multichannel

Just because your brand is multichannel — available for sales or communication on multiple channels, online and off — doesn’t mean you are omnichannel.

Too often, these channels are siloed and don’t offer what today’s customer expects: seamless transitions and consistent experiences from across
Shoppers that buy both online and in store have a 30% higher lifetime value than those only using one channel.
Despite customers’ expectations of omnichannel experiences, some brands still separate their customers into ‘store’ and ‘online’ segments.

But, the fact is, most customer journeys may start online, but they end in the store.

In fact, 92 percent of all retail purchases still happen in-store, making the true omnichannel experience critical for all retail businesses.

You can’t afford to have stellar customer-response rates on Twitter while in-store staff members are rude (or vice versa).

Source: “Why Retail Businesses Need to Move Beyond Click and Mortar” Adobe
Optimizing Across All Channels

Successful retail brands move beyond “click and mortar” — simply having both a physical and online presence — and focus on creating consumer journeys that feel **unified** and “span both physical and digital touchpoints.”
Connecting brands and consumers through products