

Convert Shoppers with Mobile



64% of sales in stores are influenced by digital.



Shoppers rely on mobile throughout their purchase journeys.

70%

of consumers are leading their own shopping journeys with mobile.



Source: Gelastic

84% Use Mobile Devices to Help Shop in Stores



58%
Compare
Prices



38%
View
Product
Information



22%
Read
Reviews



7%
Use
QR Codes



86%

of shoppers say personalization plays a role in their purchasing processes.



73%

of shoppers want brands to make their shopping experiences more relevant with personalization.

More Mobile = More Money

33%

of consumers spend more when using digital while shopping.



Accelerate your digital in-store strategy with Cisco.



*THERE'S
NEVER BEEN
A BETTER
TIME*

to re-invent shopping

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