

# **HYPERFORMANCE**

unrivaled results.

**Digital is Big...No, Bigger.  
Make Room**

Track 6 Session 1

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**HYPERFORMANCE**  
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# Abstract

**Today, 36 cents of every dollar spent in the retail store is directly influenced by digital interactions. This can spell opportunity for those businesses that are willing to position correctly. In this study, Deloitte contends that retail is at a tipping point and no longer can the industry afford to view digital as a separate business function, but rather integral to the entire enterprise. We will learn how and by how much it is changing behavior along the path to purchase. In addition, we will explore how digital is influencing the stages of consumers' shopping journey, while also impacting conversion, traffic, basket size and customer loyalty.**

# Agenda

- **Pace of Change**
- **The Impact**
- **New Digital Divide**
- **Key Takeaways**
- **Conference Cloud**
- **Questions**

# 2014 Digital Influence Study



*Digital Defined*



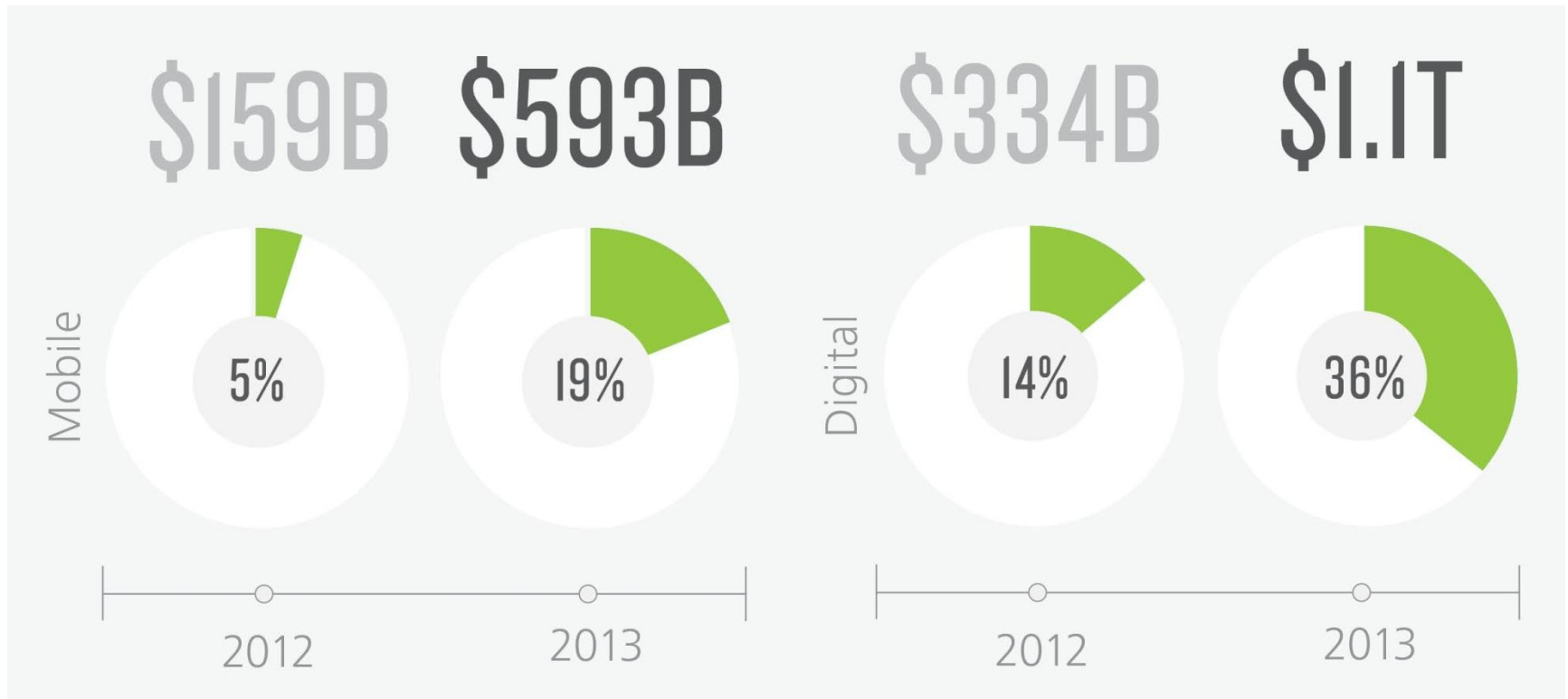
*Go Big(ger)*



*So What?*

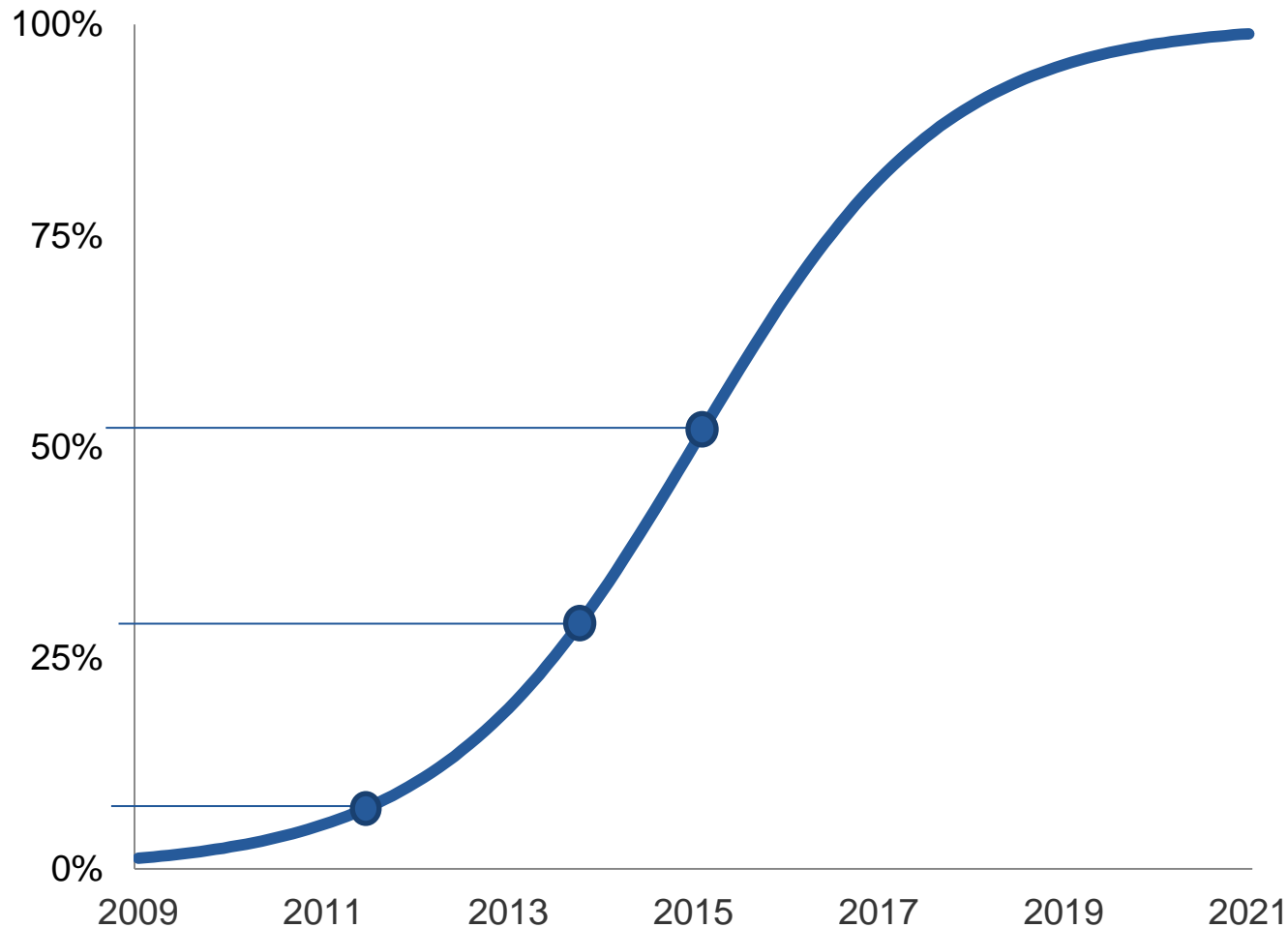
# Pace of Change

# Digital influences 36¢ of every \$ spent in-store



# This year digital's influence will hit 50%

## Acceleration of Influence



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# The Impact

# The impact of digital is greater than most think



**84% use digital**

*during shopping journey*



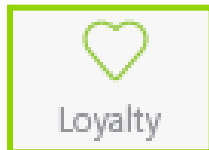
**40% higher conversion**

*when digital used*



**22% spend more**

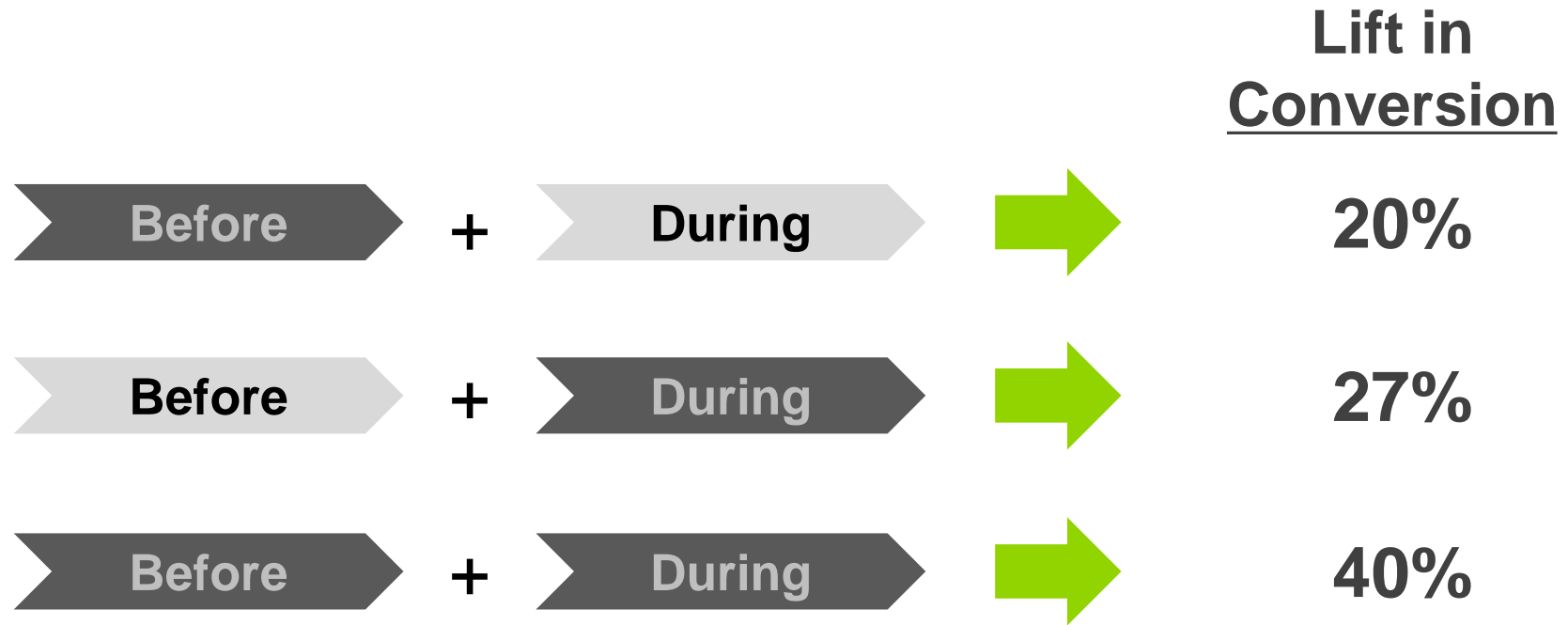
*when interacting with digital*



**75% influenced**

*by social channels*

# Digital investments should not be narrowly measured



# One “size” does not fit all

Retail Category	Mobile Influence	Digital Influence
Electronics / Appliances	31%	58%
Furniture / Home Furnishings	26%	56%
Clothing / Footwear / Accessories	24%	47%
Grocery	16%	29%
General Merch / Dept / Warehouse	14%	23%
Average	19%	36%

# New Digital Divide

# Digital 'dos and don'ts'



**Tailored experience**



**Better – not more – features**



**More than just conversion**



**Consistent, but different**

# Service becoming a DIY activity



# Key Takeaways

- 1 Exploding Supply Chain
- 2 Supply and Demand Decoupled
- 3 Upstream Transparency
- 4 Extreme Fulfilment
- 5 Analytics as a Core Competency



# Conference Cloud Additional Resources

- [www.deloitte.com/us/DigitalInfluence](http://www.deloitte.com/us/DigitalInfluence)
- @DeloitteCB
- Follow: #RetailDigitalDivide



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# Questions



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# Digital

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