



81%

OF MILLENIALS
USE **MOBILE**
AS **MAIN**
METHOD OF
PURCHASE



76%

OF MILLENIALS CLAIMS
TECHNOLOGY
LEADS TO BETTER
IN STORE
EXPERIENCE



55%

WOULD PAY
MORE
FOR BETTER
SHOPPING
EXPERIENCE



DIGITAL

SIGNAGE CAN
INCREASE
SALES UP TO

33%



87%

OF SHOPPERS
BEGIN PRODUCT
SEARCHES
ON **DIGITAL**
CHANNELS



1 IN 3

IN-STORE
PURCHASES
START
ONLINE

62% OF WALMART
CUSTOMERS SAY THEIR
AD EXPERIENCES
ON WALMART'S
SITE OR APP INFLUENCE
THEIR **IN-STORE EXPERIENCE**