



Value through connected intelligence

1. Marketers that used three or more channels in a single campaign had a 287% greater buy rate than those who just used one. (2020, Omnisend)
2. Omnichannel campaigns that used SMS/text messaging at some point in the process had a 47.7% higher conversion rate. (2020, Omnisend)
3. Omnichannel purchase frequency is 250% higher than single channel, and the average order value is 13% higher for each order on omnichannel. (2020, Omnisend)
4. Omnichannel customer retention is 90% higher than single channel. (2020, Omnisend)
5. On any given day, 98% of users switch between gadgets. (Source: Google)
6. When purchasing an item 15 years ago, the average buyer utilised two touch points on average, with only 7% using more than four. Consumers today use an average of roughly six touch points, with over half of them using more than four on a regular basis. (Source: Marketing Week)
7. More than 35% of customers want to be able to communicate with the same customer support professional regardless of the channel. (Zendesk)
8. Companies with exceptionally strong omnichannel customer interaction keep 89% of their customers on average, compared to 33% for companies with mediocre omnichannel consumer engagement. (Aberdeen Group)
9. Customer data is stored across channels by 77% of strong omnichannel organisations, compared to 48% of weak omnichannel companies. (Aberdeen Group)
10. 61% of customers have found it difficult to transfer from one channel to another. (Aspect)
11. During the pandemic, the number of orders placed online and picked up in store by customers increased by 208% (2020, Adobe Analytics)
12. According to data gathered by Think With Google, omnichannel tactics are responsible for roughly 80% of client in-store visits. Furthermore, 74% of shoppers conduct internet research prior to visiting a physical store. 2021 (Think With Google)
13. 64% of entrepreneurs cite lack of sources and funding as their chief barrier to omnichannel marketing. (The CMO Club)



14. 90% of clients count on steady interactions throughout channels. (SDL)
15. 71% of customers who use smartphones for lookup in-store say that it's come to be an essential aspect of their experience. (Google)
16. Omnichannel customers have a 30% greater lifetime revenue value than those who buy using solely one channel. (Google)
17. Companies with very strong omnichannel engagement experience a 9.5% year-on-year growth in annual revenue, in contrast to 3.4% for low use omnichannel companies. Similarly, robust omnichannel groups see a 7.5% year-on-year reduction in cost per engagement, in contrast to a 0.2% year-on-year decrease for weaker companies. (Aberdeen Group)
18. Of these businesses recognized via Aberdeen Group as being top-performers in omni-channel strategy, 85% provide regular customer agent training in the management of omnichannel communications, and 77% store and utilise customer contact data across multiple channels. (Aberdeen Group)
19. 45% of consumers in-store anticipate in store staff to know about online-only products. (Forrester)
20. 71% of buyers agree that it is necessary to be in a position to view stock records for in-store products. (Forrester)
21. 50% of customers assume that they will be able to make a purchase on-line and collect in-store. (Forrester)
22. 39% of shoppers are not likely to go to a if the business does not provide stock information (Forrester)
23. 56% of customers have used their smart phone to lookup products at home with 38% having used their device to check stock availability whilst on their way to a store and 34% who have used their device to lookup products whilst in a store. (Forrester)
24. 69% of customers expect in store staff to be equipped with a device, in order to easily check product facts and inventory.
25. 27% of buyers would be likely to go visit a competitor retailer if a product is out of stock with 21% stating that they would purchase on line from a competitor retailer and a further 21% who would instead not buy the product at that time