



A Personalized & Secure Shopping Experience

Shoppers crave personalized shopping experiences.

Today's Millennials and tomorrow's Generation Z are driving a need for experiences that are contextual and adapted to their unique preferences.

86% of consumers said personalization has an impact on their purchasing decisions¹.

64% of marketing executives say they want to increase spending on personalization in the next year².

1/3 of consumers want **more** personalization in their shopping experiences³.

Here are **three** ways retailers can deliver personalized shopping experiences with content and offers that are **contextual, relevant, trusted** and **seamlessly integrated** into consumers' daily lives.

1 Use mobile retail solutions to enrich the shopping experience.



clientelling



sales assist



concierge



waitlisting

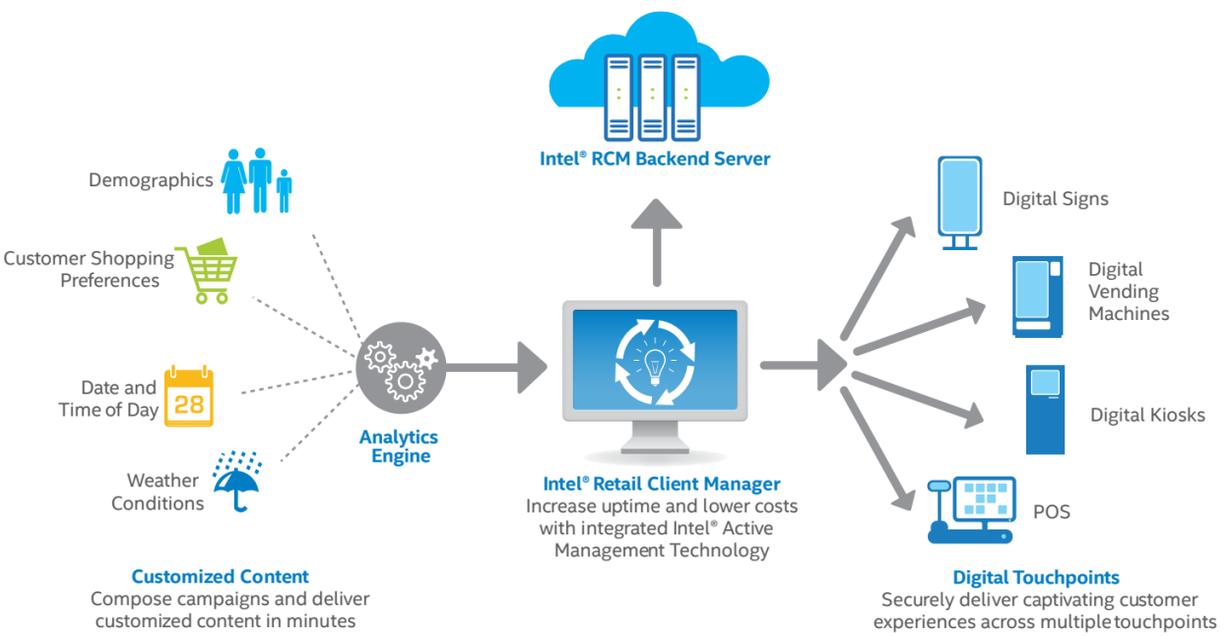


inventory/order



dashboards

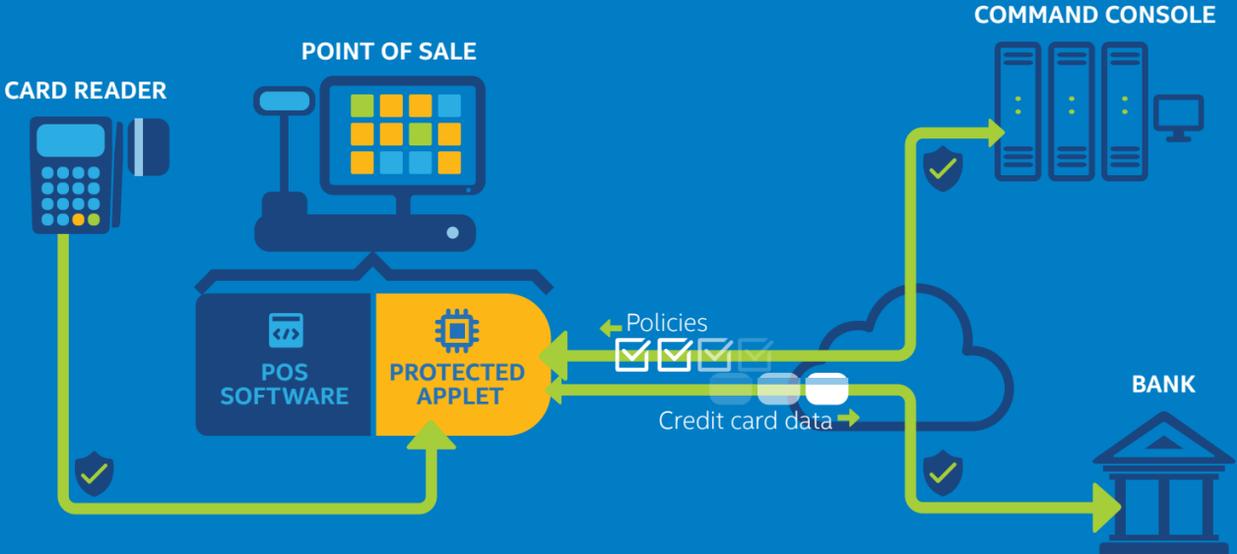
2 Use Intel® Retail Client Manager with Audience Analytics and Content Reports to enable experiences that are contextual and relevant.



3 45% of shoppers don't trust retailers to keep their information safe⁴. Retailers using Intel® Data Protection Technology for Transactions can safeguard transactions and shopper information.

Intel Data Protection Technology for Transactions

Using a combination of hardware authentication and end-to-end encryption, Intel Data Protection Technology for Transactions is designed to secure data from the moment a transaction is initiated all the way through the storage of the encrypted information on retailer and bank server networks.



Smart use of actionable data holds the key to personalization success.



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¹ <http://www.infosys.com/newsroom/press-releases/Documents/genome-research-report.pdf>
² http://go.conversantmedia.com/rs/mediaplex2/images/The%20Personalization%20Imperative_July%202014.pdf
³ <http://www.infosys.com/newsroom/press-releases/Documents/genome-research-report.pdf>
⁴ <http://www.retailtouchpoints.com/topics/shopper-experience/45-of-shoppers-don-t-trust-retailers-to-keep-their-information-safe>