

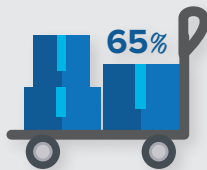
INVESTING *in* TECHNOLOGY

New survey reveals why retailers are ready



Optimizing Supply Chain

65% of retail executives* say that having a **real-time view of and control over inventory** throughout the supply chain is essential.



64% say that **improving private label offerings**, including packaging and branding, impacts profitability.

51% say they currently use or plan to use **barcode, packaging or labeling technology solutions** to improve supply chain/logistics efficiency.



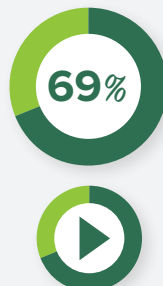
Streamlining Shopping



62% say that ensuring a **fast checkout experience** is important to gaining customer loyalty.



55% say that **maintaining optimal on-shelf availability** is challenging.

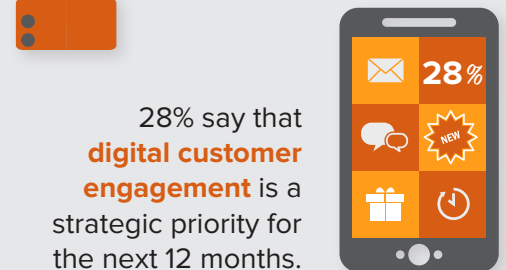


69% say that offering **multimedia digital content in-store** and/or **via a mobile device** impacts profitability.

Engaging Customers



61% say investing in an effective **digital/mobile strategy** to improve the customer experience is essential.



28% say that **digital customer engagement** is a strategic priority for the next 12 months.



22% say they currently use or plan to use technologies to specifically support **digital loyalty, rewards and coupon programs**.

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*More than 350 senior retail decision-makers in the United States, United Kingdom, Germany and Japan were surveyed during December 2016

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