



Proceed to Checkout Series

# The Omni-Channel Retail Tip Sheet

Data from the Retail IQ  
May 2015 report.





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**Digital shoppers have unprecedented access to retailers.**

**For them, finding the best deal is as simple as grabbing their phones. To stay competitive, your brand needs a holistic strategy and solutions that enable you to price with agility across channels.**

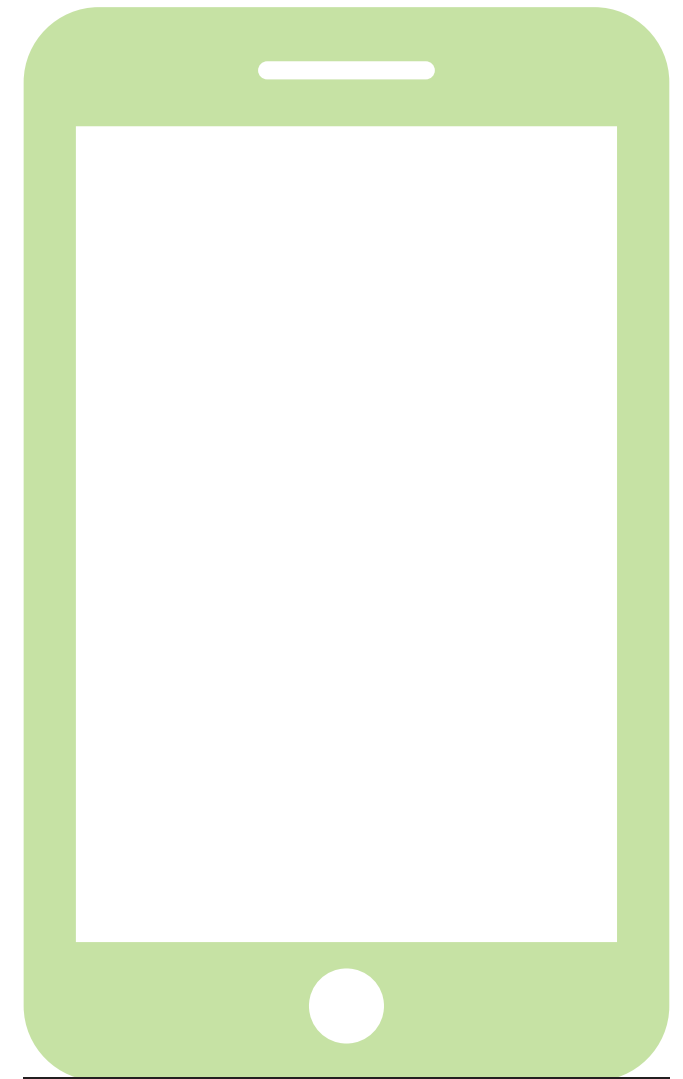
**Review 5 tips for effective omni-channel pricing, and learn more about [IBM omni-channel pricing solutions](#).**



# Tip One:

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**Anticipate “showrooming”  
by keeping prices and  
special offers up-to-date  
on your digital site.**



**50% of U.S. sales are  
digitally influenced,  
most commonly by  
price comparisons.**

## Tip Two:

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**Have a system to handle the anticipated increase of buy-online-pick-up-in-store (BOPIS) orders.**



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**50% of shoppers plan to buy online and pick up orders in-store.**

## Tip Three:

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**Use dynamic pricing software to make adjustments in real time.**



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**35.5% of retailers rely on dynamic pricing.**

## Tip Four:

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**Apply analytics to data on shopping habits, location, preferred channels and more to help you optimize prices.**



**80% of retailers rate themselves as “behind” or “significantly behind” Amazon in terms of analytics maturity.**

## Tip Five:

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**Make it easy for customers to move among channels by sharing information consistently across channels.**



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**70% of consumers expect to see in-store inventory when they visit a company's website.**

# Your customers are omni-channel. Is your pricing strategy?

Learn more about best practices for omni-channel pricing and IBM  
omni-channel pricing solutions.

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