

BEYOND MILLENNIALS

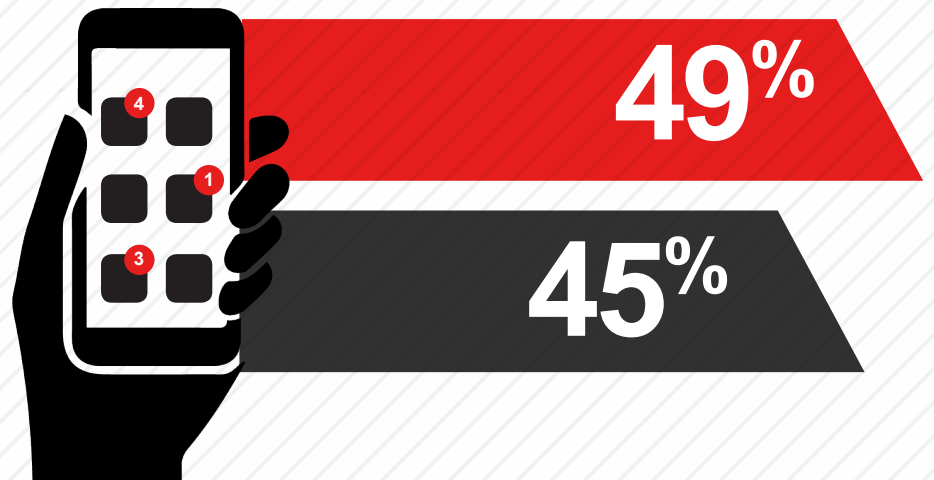
New research indicates shoppers view the store as an integral part of engagement, transaction, and retention. Learn how to connect with your consumers so you can attract and retain them with better experiences



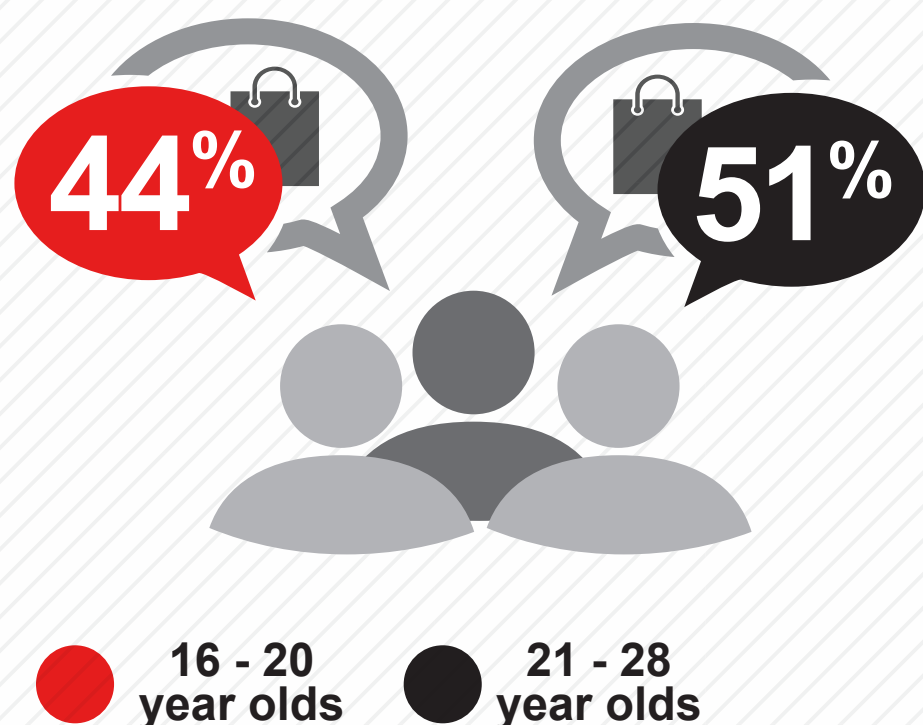
PREFER TO LEARN ABOUT NEW PRODUCTS IN STORES



RELY ON SOCIAL MEDIA TO LEARN ABOUT NEW PRODUCTS IN STORES



LOOK TO FAMILY & FRIENDS TO LEARN ABOUT NEW PRODUCTS IN STORES



ONLY 13% OF CONSUMER SPENDING during the 2018 holiday season was from **online purchases***

