



Commerce Without Limits: Sell Where Your Customers Shop





Go Experiential with Omni-channel Retail

Despite the growth of online commerce, physical stores remain a vital component of the retail landscape accounting for c. 70% of all retail sales globally, underscoring the enduring importance of brick-and-mortar locations.

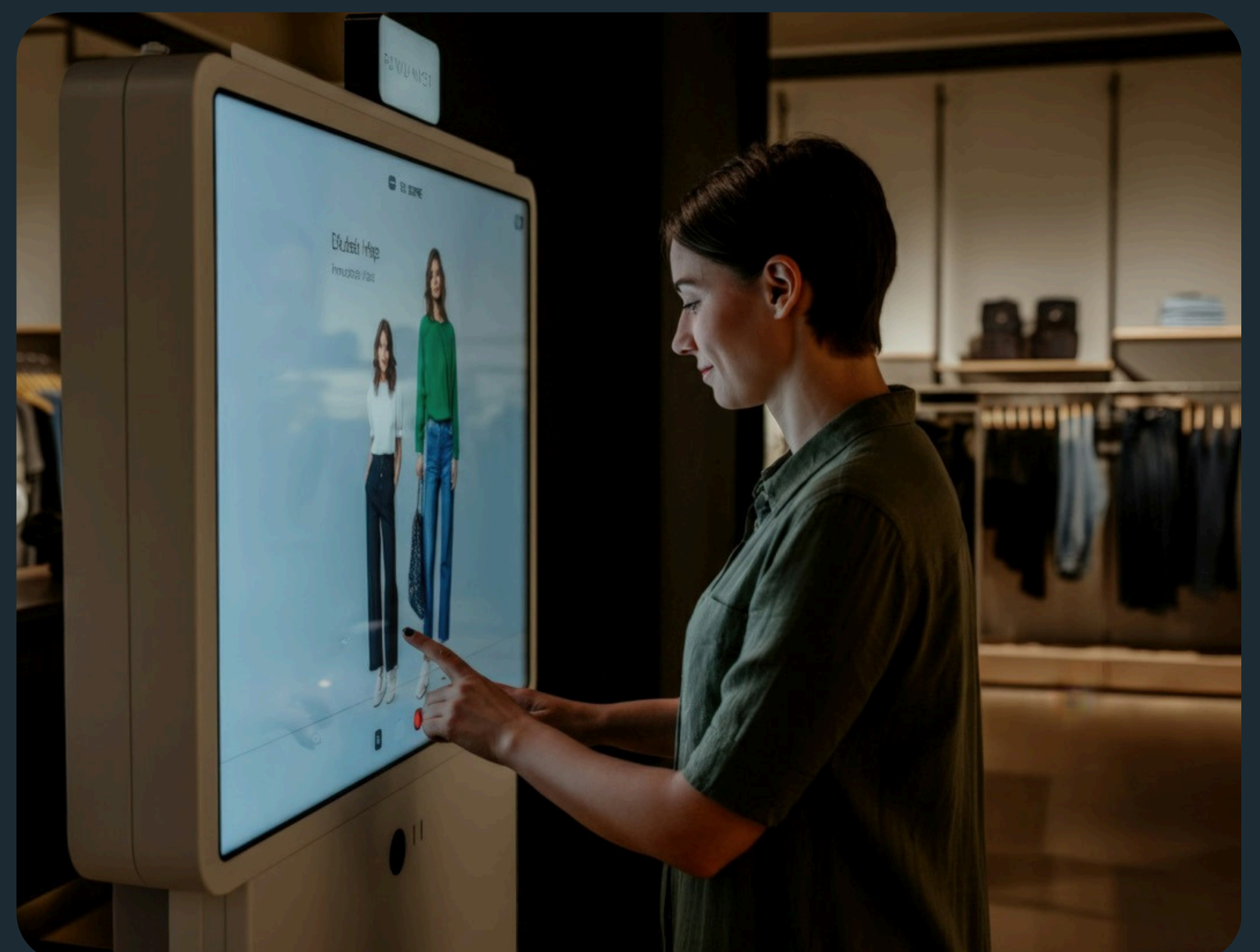
Far from fading, brick-and-mortar is being reimagined as a critical piece of modern omnichannel strategies. Driven by consumer demand for immersive, personalized experiences, retailers are not just reopening stores, they're reinventing them as experiential hubs that seamlessly connect with digital channels. This resurgence reflects a broader shift: today's shoppers expect brands to deliver integrated journeys across every touchpoint, online and offline.

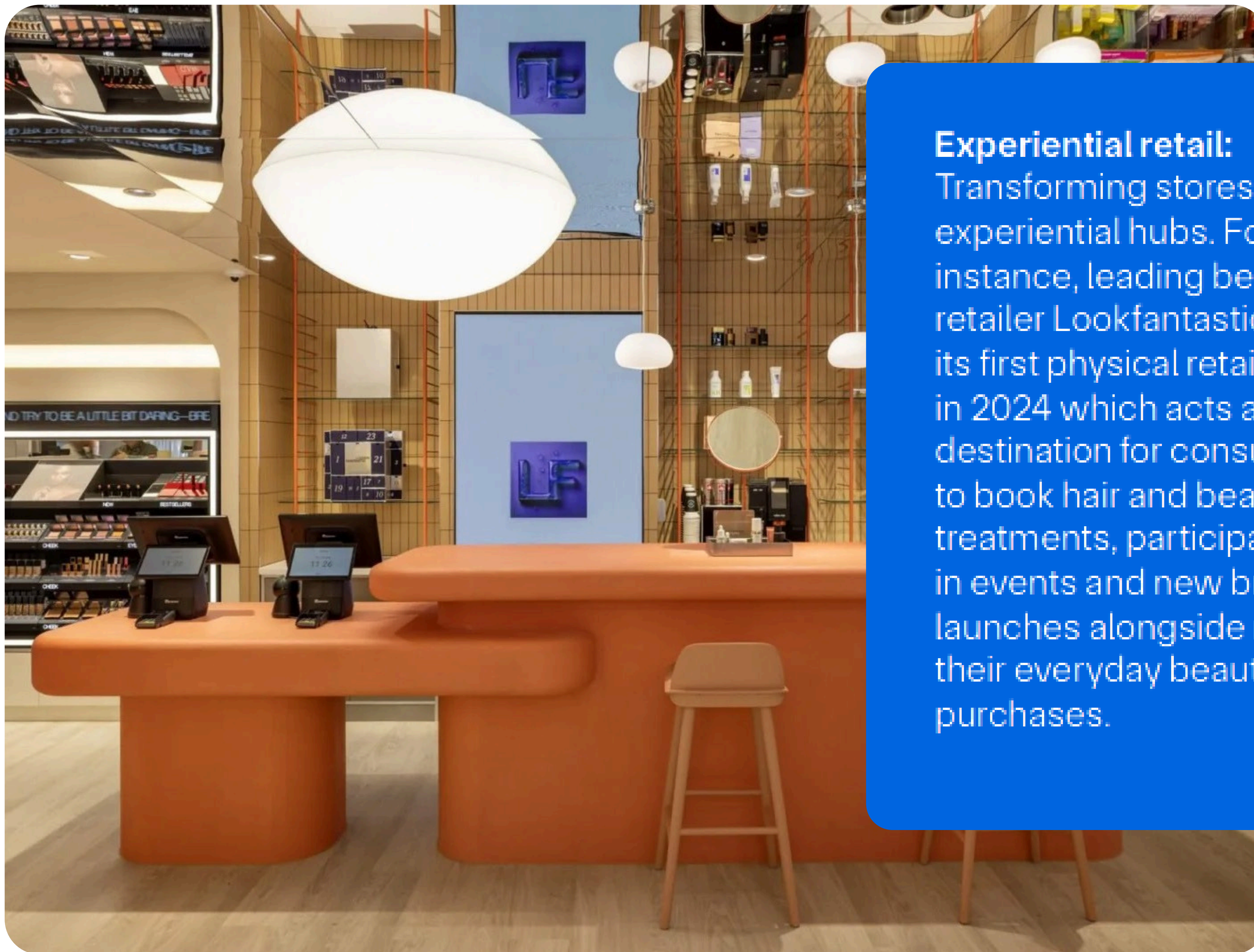
To meet these evolving trends and consumer expectations, retailers are increasingly adopting omnichannel approaches to include:

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globally





Experiential retail:

Transforming stores into experiential hubs. For instance, leading beauty retailer Lookfantastic opened its first physical retail store in 2024 which acts as a destination for consumers to book hair and beauty treatments, participate in events and new brand launches alongside making their everyday beauty purchases.



Integration of

digital and physical channels: Retailers like John Lewis, M&S and Matalan are investing in digital transformations that complement their physical stores, offering services such as click and collect, buy online return to store and the visibility of store stock online.

These strategies aim to provide a cohesive shopping experience, catering to consumers who value both the convenience of online shopping and the tactile experience of in-store visits and by unifying channels, brands can meet diverse consumer preferences whilst driving sales.



The Lookfantastic and Matalan examples mentioned above were delivered by THG Commerce's omnichannel capability, utilizing the THG Commerce platform and third-party POS systems to bridge the gap between the digital and physical shopping experience, including:

- 1 Full synchronization of the customer's account between online and offline transactions including loyalty.**
 - 2 A more seamless and personalized customer experience which drives conversion and customer retention.**
 - 3 Enhanced sales performance and customer experience through connected, omnichannel insights.**
 - 4 Consistent brand experiences across channels.**
 - 5 Increased customer convenience and satisfaction.**
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THG Commerce Whitepaper