10 ATTRIBUTES of Omni-channel Leaders
that Separate them from the Competition

Between August and December 2016, Aptos surveyed 100 eCommerce and Marketing executives to attempt to measure how leaders leverage technology to better engage their customers. The results highlighted several differences between the way the leaders engage their customers and the engagement strategies of those who are falling behind.
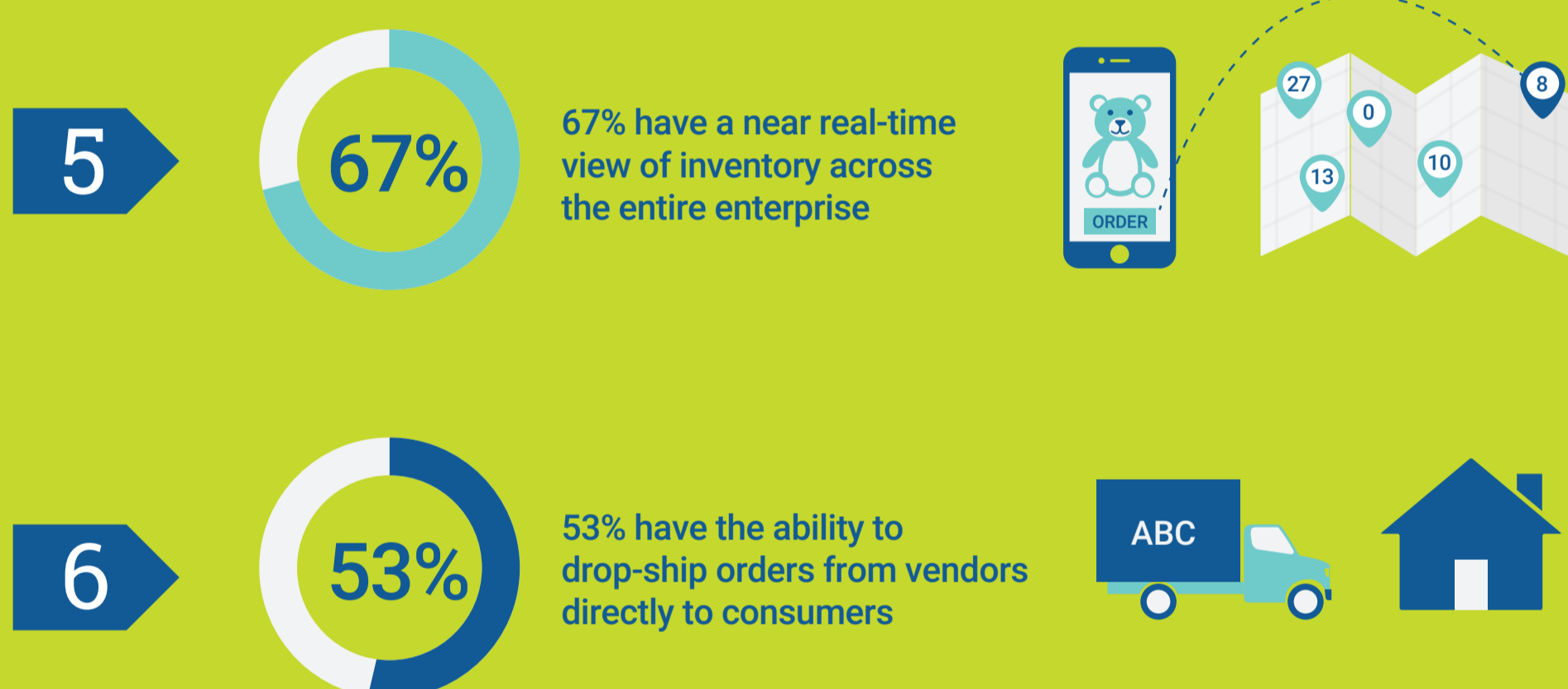
Here are the top 10 engagement strategies that set the leaders apart from the rest of the pack, organized by the four hallmarks of seamless omni-channel experiences...
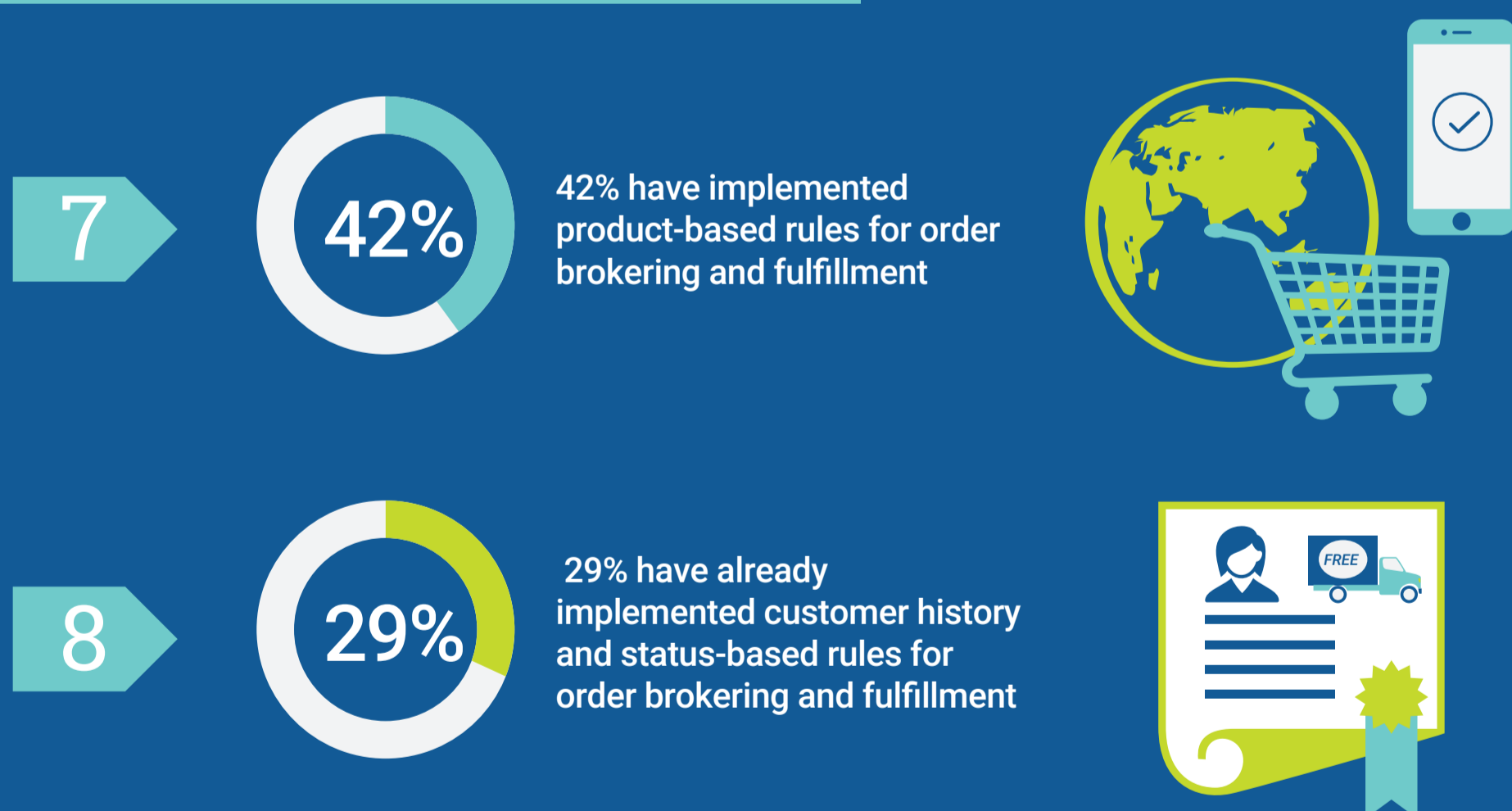
TOP 10

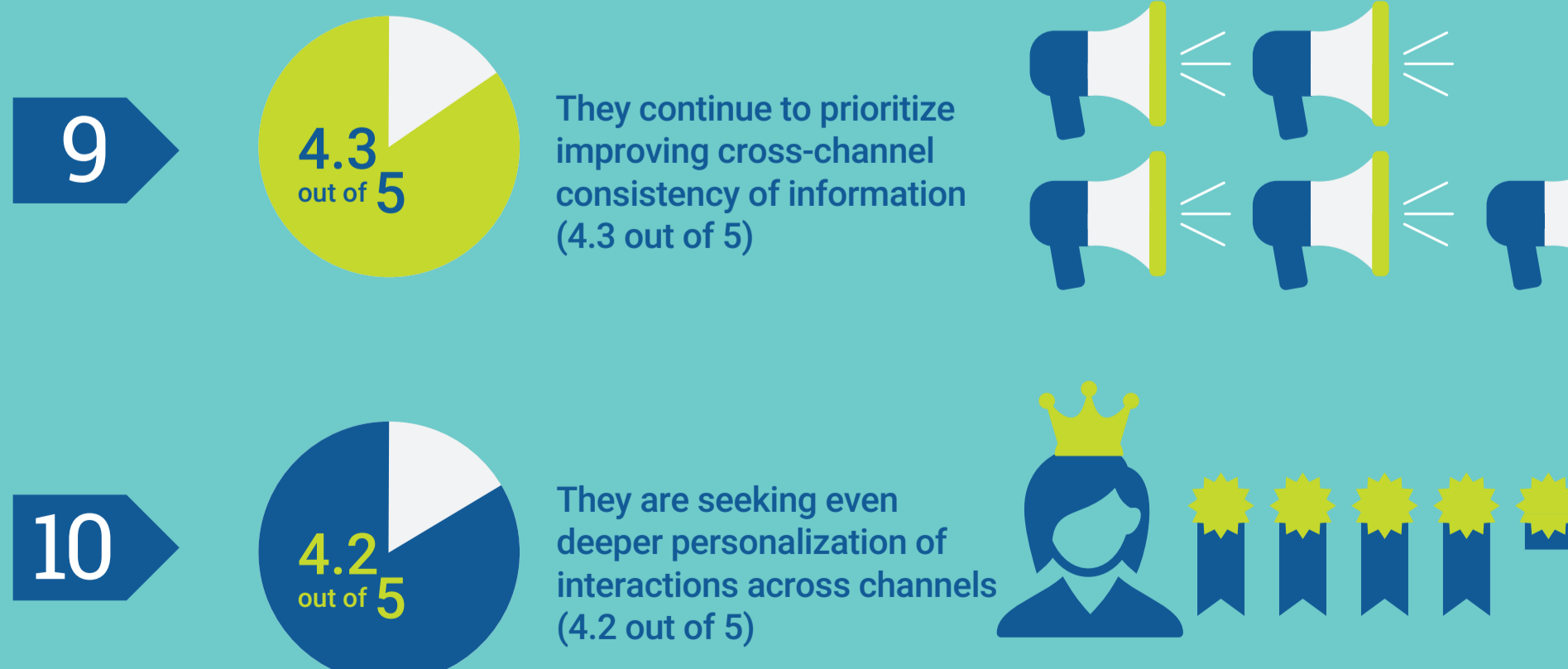## PERSONALIZED

1 — **83%** — 83% engage customers via mobile channels

2 — **89%** — 89% engage customers via social channels

3 — **70%** — 70% personalize content and offers based on purchase history

4 — **58%** — 58% personalize content and offers based on browsing behaviors

FLEXIBLE

5 — **67%** — 67% have a near real-time view of inventory across the entire enterprise

6 — **53%** — 53% have the ability to drop-ship orders from vendors directly to consumers

AGILE

7 — **42%** — 42% have implemented product-based rules for order brokering and fulfillment

8 — **29%** — 29% have already implemented customer history and status-based rules for order brokering and fulfillment

UNIFIED

9 — **4.3 out of 5** — They continue to prioritize improving cross-channel consistency of information (4.3 out of 5)

10 — **4.2 out of 5** — They are seeking even deeper personalization of interactions across channels (4.2 out of 5)

To learn more about how Aptos' Singular Commerce platform helps 500 retail brands deliver Seamless Experiences, visit www.aptos.com

aptos
Engaging Customers Differently.