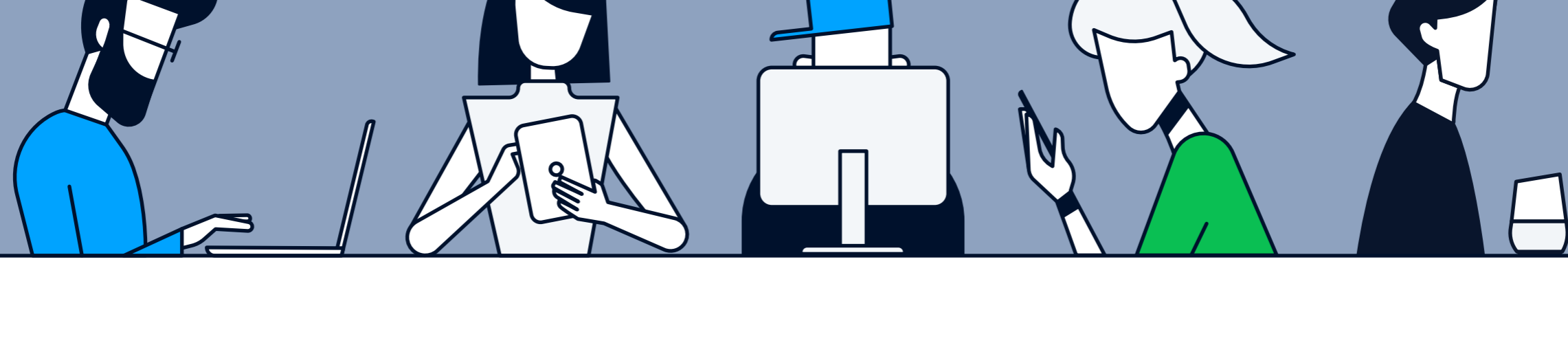


Unified we stand, divided we fail

Unified commerce isn't just a buzzword — it's what will separate the winners from the losers in retail.

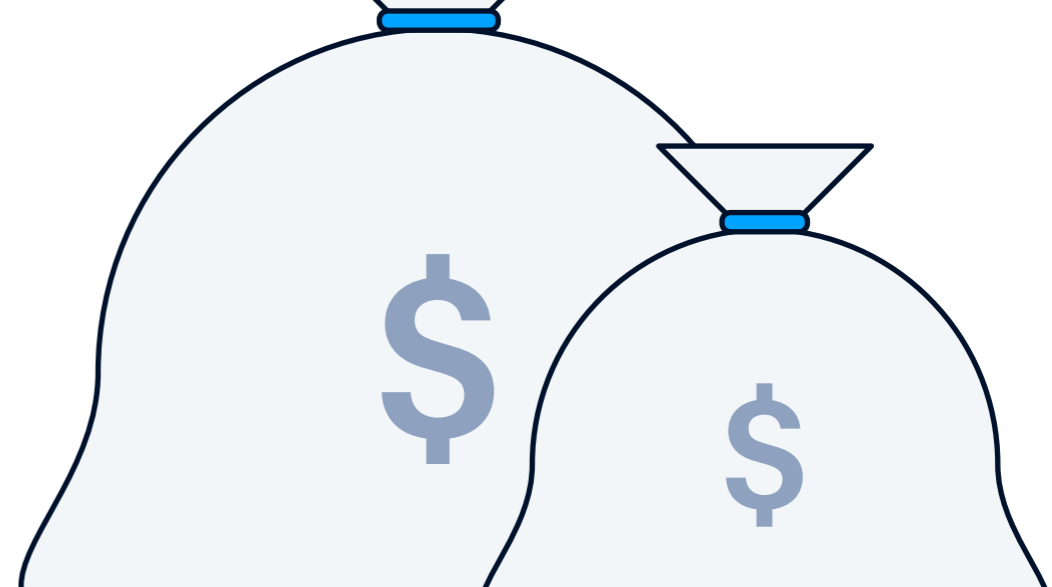
Shoppers value convenience over everything else, and if you don't provide it, you'll lose them. Adyen teamed up with 451 Research to survey more than 1,500 North American consumers in 2019 and found that their shopping experiences are less than stellar. Here are some highlights from our study.



Money on the table

Follow the opportunity and your business could grow exponentially.

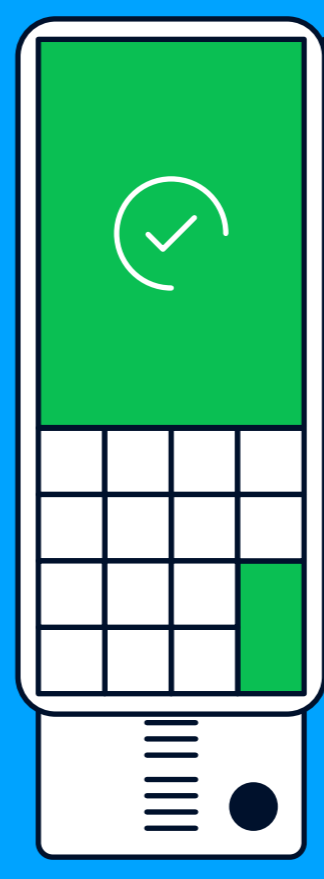
Here's where to start.



+\$207 billion

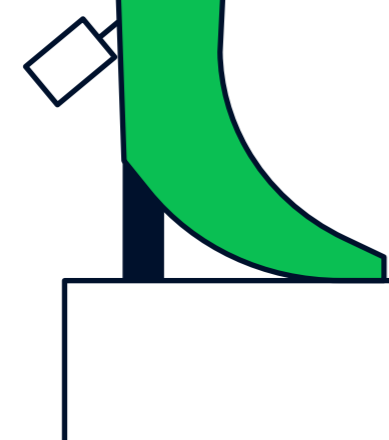
Cross-channel buying

2 in 5 consumers abandoned a purchase in the past 6 months due to a lack of cross-channel options, a \$207 billion opportunity



38% of people use a smart speaker to shop each month

sale



+\$118 billion

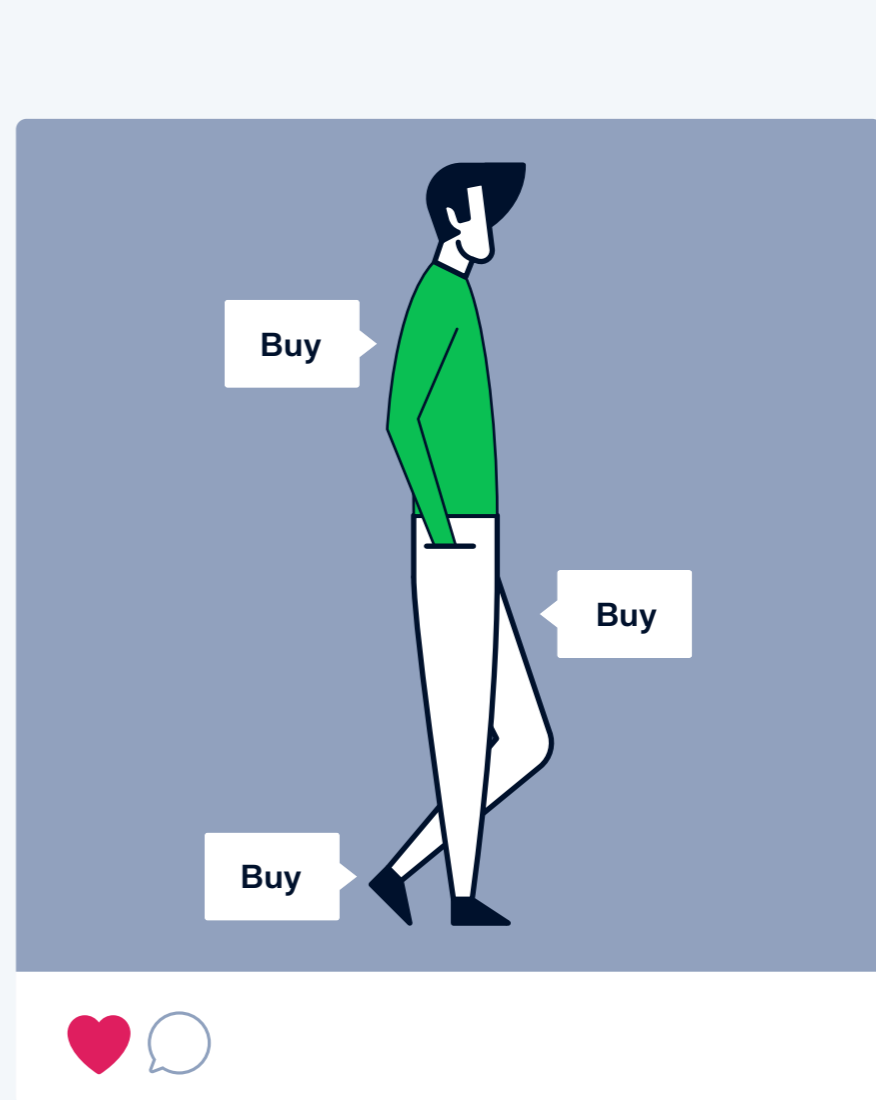
Personalized offers

4 in 5 consumers want personalized offers sent via mobile near a store, part of a \$118 billion opportunity

+\$98 billion

Contextual commerce

1 in 2 consumers have abandoned at least 1 purchase in the past 6 months due to a lack of contextual commerce capabilities, a \$98 billion opportunity



Lost in translation

Consumers are asking

Retailers aren't listening

60%

of consumers would buy more with **cross-channel** options

but **only 31%**

of retailers offer buying online and returning in-store (a key cross-channel tactic)

60%

of consumers have abandoned a purchase in the past 6 months due to **long lines**

but **only 26%**

of retailers offer line-busting tactics like mobile point of sale

Leave no shopper behind

So what's at stake for retailers?

Creating positive shopping experiences has an enormous impact on the bottom line — **\$296 billion** in sales lift annually. Addressing negative experiences means you could recover **\$887 billion** in lost sales. With unified commerce and the right partners, it's easier to get a bigger piece of the pie.

\$1.2 trillion

opportunity