



The Customer Experience Lifecycle

*Exploring The New Rules Of Engagement
Along The Retail Purchase Path*

A WHITEPAPER BY



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The logo for psfk, consisting of the lowercase letters "psfk" in white on a purple square background with a white folded corner effect at the bottom right.



Introduction

In the current marketplace, it's the customer who is in control. Today's consumer wants a brand to deliver convenience, relevance, emotional assurance and added value, and will quickly turn to a competitor if their needs aren't being met. What's more, simply getting to a sale is no longer enough for a brand to maintain success. In a marketplace flooded by product commoditization and choice, traditional notions of loyalty have been eroded. As a result, brands often find themselves in a race to the bottom led by deep cuts on price.

Even more troubling is the coming shift towards passive purchasing; where internet-enabled appliances in the home and even connected products themselves are able to automatically place orders with no intervention from an actual customer. In a near future where artificially intelligent algorithms become shoppers, it's imperative that brands deliver amazing experiences before and after a purchase is made. The purchase path has evolved from a straight line into a continuous cycle of engagement, with the consumer always at the center.

This customer-centric approach starts with acknowledging that the old model of getting customers through the doors or onto a website or mobile app has completely flipped. Instead, companies need to be on the channels where their audience is already interacting—which often means being everywhere at all times. Beyond simply showing up, customers want brands to provide utility, helping them find exactly what they're looking for, whether that's the perfect answer or the perfect product, right away.

Tied in with this desire for ease and immediacy is an increasing expectation for personalization. Today's shoppers don't think of retail in terms of distinct channels; instead they see it as singular experience. Regardless of where they choose to shop, they expect a brand to recognize who they are and act on that knowledge. These one-to-one relationships matter to consumers. Brands can further build on them with emotionally engaging experiences that help instill confidence in a purchase or simply create a 'wow' moment that needs to be shared.

Brands must also strive to create more value for their customers over time, transforming a product purchase into a membership experience. Connected services, partnerships and ongoing support complement ownership and integrate the brand more intimately into daily life—the ultimate manifestation of being where your customers are. Taken as a whole, these stages form the Customer Experience Lifecycle, a new set of rules that brands can follow to better engage consumers today and lock in their long-term loyalty for tomorrow.

About This Report

This whitepaper highlights strategies that brands must adopt to better engage their customers along the purchase path. The following pages outline:

- **4 stages along the Customer Experience Lifecycle**
- **6 key takeaways to guide brands**
- **Emerging retail trends supported by best-in-class examples of brand innovation**
- **Customer insights collected from the Bing Future of Retail Consumer Survey 2018.**
This survey was conducted in March 2018, in which 1145 US consumers offered their perspectives on the future state of the industry. These perspectives informed quantitative and directional insights within this document.
- **Strategic implications to guide brands as they seek to deliver differentiated marketing and experience**

Customer Experience Lifecycle

As brands look to build loyalty and create lasting relationships with their customers, they must rethink their view of the purchase path. The linear model that has traditionally ended with a purchase has transformed into a continuous cycle of engagement that is defined by the following four stages:

1 Omnipresent Engagement

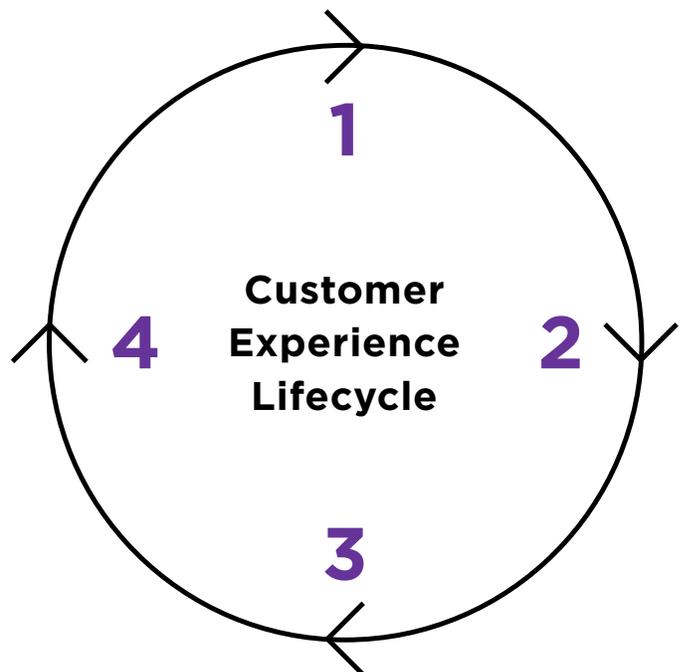
Consumers now control the rules of engagement. They choose the most convenient retail channel—mobile, social, online or in-store—depending on their current shopping mission. Brands must be there to meet their customers with seamless, on-demand service and experiences that remove friction from the purchase journey.

2 Personalized Attention

The days of mass production are over. Consumers expect and appreciate brands that recognize them as individuals and respond with relevant marketing and services that help solve for their current needs. Brands must deploy dynamic CRM systems that constantly evolve their understanding of a customer and deliver personalized experiences that build on that knowledge.

3 Confidence Building

Consumers have more choice than ever before. Every product requires multiple decisions about brand, model, style, fit, size and performance before a customer ever experiences it in the context of their daily life or home. In the context of digital shopping where customers can't even touch or feel a product in real life, this becomes even more of a challenge. Brands must design new services that bridge this gap and help shoppers feel confident in their choice regardless of where a purchase takes place.



4 Value-Add Relationship

Consumers expect more from a brand than just a product. As a result, a purchase is now only the first step in the creation of a broader customer experience. Brands must continue to build value for their customers through connected services and support that complement ownership and deliver ongoing convenience. This approach fosters long-term loyalty and ensures a brand is always top-of-mind.

Key Takeaways For Successful Engagement

In today's retail landscape, the most successful brands are creating meaningful experiences for their customers at every point along their journey both before and after a purchase has been made. The following overarching insights will inform broader strategic thinking around future-forward customer engagement.

Develop a unique personality and voice

As social media, chat and voice become primary channels for brand engagement, customers will want conversations, not marketing.

Value every engagement

Time and attention are scarce resources and customers only have so much they can spend. Ensure their engagement doesn't go to waste by delivering utility at every touchpoint.

Become a trusted partner

The exchange of personal data between consumers and brands is a sensitive topic but necessary to unlock next-level service. Ensure you're creating opt-in experiences for customers as part of this exchange and being upfront about the type of information that is being captured and how it is being used.

Deliver personalization that scales

Customers expect to be recognized regardless of where they choose to interact with your brand. Develop a dynamic CRM system that builds on preferences, purchase history and current context to deliver tailored services and experiences.

Transform transactions into 'wow' moments

While digital tech has focused on delivering speed, seamlessness and convenience, that doesn't mean it can't also create magic. Find ways to create experiences that your customers will want to share.

Invest in long-term VIPs

The real relationship with your customer starts after a purchase takes place. The way value is assigned to customers must fundamentally change to not only include total spend, but also their participation with and around your brand. Use this new metric to deliver rewards and experiences that matter more.

Customers will expect conversations with your brand on every channel, 24 hours a day.

Today's customers shop on their own terms. They choose the channel that suits their need, with the expectation that brands will be there with the right service or experience, whether that's helping to answer questions, locate a product or complete a purchase. Customers increasingly expect on-demand responses and seamless transactions, 24 hours a day. The challenge for brands is an obvious one: how do I transform my brand to meet these expectations?

Traditionally, this would have required hiring and training more staff to act as the frontline of customer engagement and/or having development teams create separate digital solutions for every channel, which requires a significant investment in time and resources. Enter artificial intelligence and machine learning systems, which offer the ability to streamline and

even automate many interactions along the purchase path. While there are still upfront costs, the associated benefits make it a compelling long-term investment with significant upside.

We already know that consumers are comfortable with chat-based engagement in their personal life—it has quickly become the preferred method for communicating with friends, family and colleagues in daily life. It's only natural that chat would successfully translate into the way people choose to engage with brands. In a recent survey conducted in partnership with Bing, 44% of consumers reported to have used a chat interface on a retail store or brand's website, with 43% reporting that the experience positively impacted their perception of the retail store or brand.¹

Omnipresent Engagement

While there's still clearly room for growth, it's important for organizations to begin experimenting. Chat and voice-based interfaces can transform standard touchpoints into dynamic brand engagements. These solutions reduce friction, eliminate steps and help drive customers further down the purchase path. This idea we're calling Conversational Assistance is manifesting in a number of ways. At a basic level, brands can automate responses to frequently asked questions or provide timely reminders to their customers. These conversational platforms can also help shoppers complete transactions or even hand off complex issues to a human staff member for speedier resolution.

Beyond chat, how consumers discover and find products to buy is also undergoing a big shift, as text-based queries are giving way to Visual Search Streams. In fact, eMarketer reports that almost 75% of U.S. internet users regularly or always search for visual content prior to making a purchase.² This not only has huge implications for retail, but brand awareness in general. In February, Pinterest announced that people are conducting more than 600 million visual searches every month across Lens, its browser extension and visual search tool integrated within Pins, a 140% increase year over year.³

As a result, brands must consider how to incorporate image-recognition tools into their broader search strategy to give shoppers a quicker and more intuitive way to find the products that they're after. These services not only allow customers to search within photos they find on the web to get recommendations on similar products and where to purchase them, but also translate pictures taken from a smartphone camera into relevant results, effectively making the entire world shoppable.



Taking Action on Omnipresent Engagement

Empower customers with self-service tools

Dig into your data to determine what channels your customers are spending time on and ensure a strong brand presence on these channels

Streamline the path to purchase with frictionless processes

Leverage interactions that are familiar and intuitive

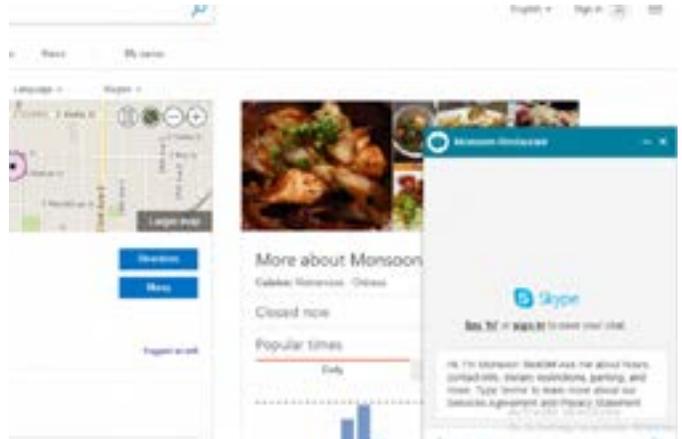
Conversational Assistance

The following examples highlight how brands are leveraging chat and voice-based interfaces to transform standard touchpoints into dynamic brand engagements that reduce steps and help drive customers further down the purchase path.

Bing

Bing embedded chatbots into its search results to allow customers to interact with businesses to get their basic questions answered without leaving the page. The bot responds to questions with pre-populated answers, and if there's a question it can't answer, the bot will connect the user with a human rep who can answer more complex queries. The bot can also ask business owners additional questions, depending on what information users are seeking. The new information will then be incorporated into the data set the bot uses to respond.

seInd.com/2gIQTTA



KLM

KLM's BB (short for BlueBot) is a Messenger app that helps passengers book a ticket by delivering booking confirmation, check-in reminders, boarding passes, flight status updates and answers to general repetitive questions from customers, without the intervention of a human service agent. KLM claims that it has recorded more than 1.7 million messages sent by 500,000 passengers to BB.

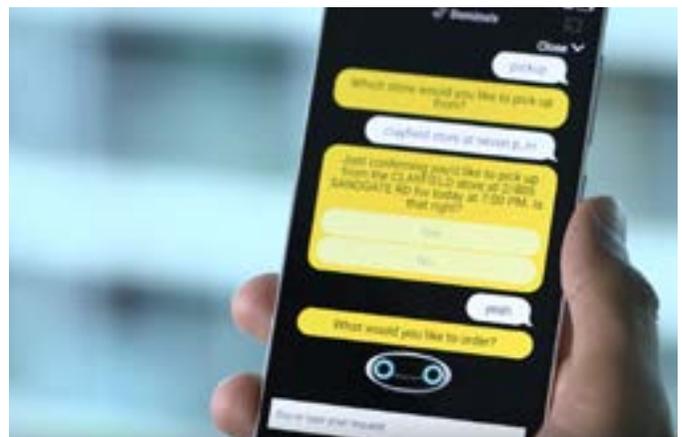
klmf.ly/2faDsL7



Domino's

In an effort to make the pizza ordering process more convenient, Domino's in Australia launched a virtual assistant called Dru Assist that accepts voice- and text-activated inputs from customers. In addition to being able to take orders, the bot can answer questions about the menu, ingredients, store locations and opening hours, and even engage customers in social conversation.

bit.ly/DominosVoiceOrdering



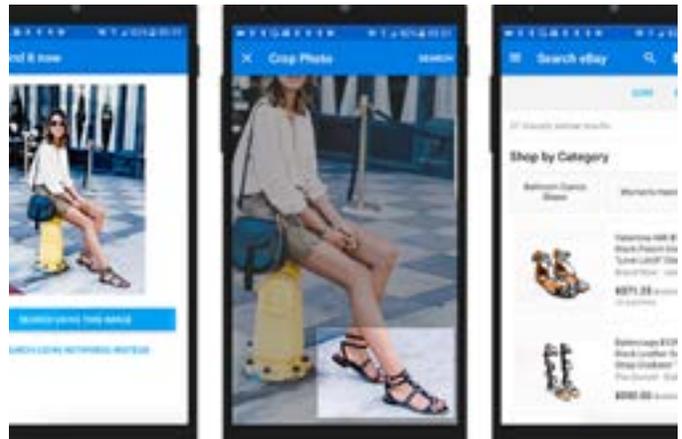
Visual Search Streams

The following examples highlight how brands are layering image-recognition capabilities into the search process to give shoppers a quicker and more intuitive way to find the products that they're after.

eBay

eBay has created two visual search tools to allow online shoppers to use photos to find matching products from eBay's catalog. 'Image Search' allows mobile consumers to take a photo of something they want to buy or use an image saved to their phone's Camera Roll in order to shop on eBay. 'Find it on eBay' allows shoppers to start their search on any social platform or while browsing the web on a mobile device and then share an image on eBay. Both tools will then return listings of items that are direct or similar matches.

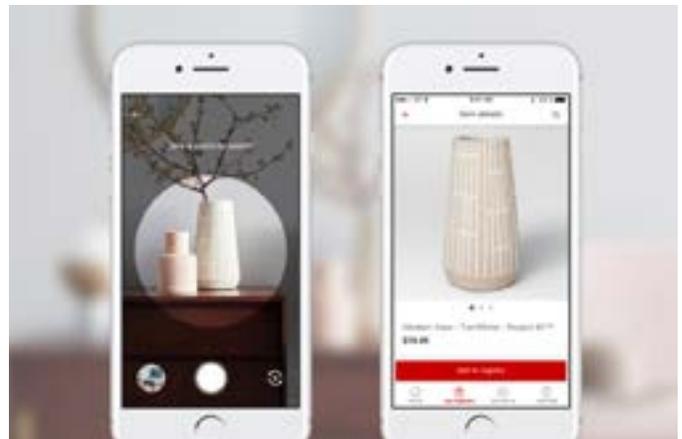
bit.ly/ebayimagesearch



Target

Target is partnering with Pinterest to integrate its visual search technology known as Lens into Target's apps, to allow shoppers to snap a photo of any product, and then find similar items available for sale at Target. Customers simply take a picture through the app of anything they see out in the real world to find out product information and availability.

tcrn.ch/2zNurBa



Screenshop

The Screenshop app allows users to upload screenshots of their favorite outfits from online influencers, celebrities or even movie characters, and the app will compile a selection of shoppable lookalike options from a variety of outlets. Users can refine searches by selecting a preferred price point. Screenshop will also create a custom catalog for each user based on their screenshot history, so that they can further explore similar styles.

screenshotit.com



Success will depend on building one-to-one relationships with every customer at every touchpoint.

The days of “build it and they will come” are over. Rather than expecting customers to come to them, today’s most successful brands are meeting customers where they already are, building a personal and individualized rapport with every interaction. In fact, 56% of consumers from our survey agree that when a brand provides them with a personalized experience, they are more likely to purchase from that brand again.⁴

While the majority of brands acknowledge that creating one-to-one relationships with each customer is critical, figuring out how to effectively deliver on that promise poses several challenges. The first is developing an intimate understanding of each individual customer. This requires an investment in a sophisticated data infrastructure and CRM system that are capable of tracking shopper interactions across channels. Synthesized together, this information forms a dynamic

customer profile. However, this knowledge doesn’t become truly meaningful unless companies are able to act on it.

This has traditionally meant getting it into the hands of frontline staff—sales associates and customer service reps—so they can use it to offer a higher level of service. More and more, however, it’s being leveraged by AI-enabled systems to create a variety of personalized experiences from marketing to recommendations at scale.

In an environment where consumers are bombarded constantly with options and information, brands can differentiate themselves by offering products and services that are well-suited to an individual’s tastes, habits and consumption patterns. While personalized services may seem obvious for brick-and-mortar locations and products, online retailers are increasingly

Personalized Attention

employing individualized tactics with success, as 44% of consumers in our survey are more likely to shop on a site that offers personalized recommendations.⁵

One major way that brands are enabling personalized attention is through the employment of Dynamic Outreach. To do so, brands are leveraging advanced CRM and marketing systems to develop detailed customer profiles, and utilizing that data to deliver proactive and personalized brand messaging on key channels. Sourcing data from customers' social media activity, interactions with the brand and other online activity, and processing this information using AI like machine learning and natural language processing allows the brand to send consumers personalized emails, push notifications and chat messaging.

Beyond interactive and evolving outreach, another way that brands can develop personalized services is by offering customers Guided Curation. This is made possible by AI-enabled systems that curate recommendations based on predetermined preferences or questionnaires, which narrow down choices and boost shopper confidence. For apparel retailers, natural

language processing chatbots are an option to ask questions about shoppers' preferred fits and sizes in order to cull non-functional options and leave the customer with only suitable selections to choose from. Within the home goods sector, using neural networks to scan customers' Pinterest profiles is a tactic to develop a synthesis of their preferred aesthetic and then provide clients with personalized feedback that saves time and effort of wading through non-relevant options.

Streamlining the products and services that customers see and delivering to them only personally pertinent content is crucial for brands to stand out. Overall, what people are really after is meaningful content in a world of overwhelming options and possibilities. Meaning, of course, remains subjective, so developing products and services that strike a chord with consumers relies on an intimate understanding of their own profile. Using AI to help process an understanding of each individual consumer is a major way that today's brands are making every touchpoint personal.

Taking Action on Personalized Attention

Develop a unique AI personality to serve as a key voice and face of your brand and monitor how it engages with customers

Curate the customer experience with relevant content, recommendations and marketing

Develop a CRM system that tracks customer activity across channels: mobile, social, online and in-store

Equip staff with profile information to personalize every engagement

Dynamic Outreach

The following examples highlight how brands are leveraging advanced CRM and marketing systems to develop detailed customer profiles and utilize this data to deliver proactive and personalized brand messaging on key channels.

TUMI

Customers of the luxury bag company TUMI receive personalized emails, push notifications and chat messaging through a CRM system, which leverages machine learning and natural language processing. The platform sources data from customers' social media activity, interactions with the brand and other internet activity in order to influence targeted marketing campaigns and digital outreach.

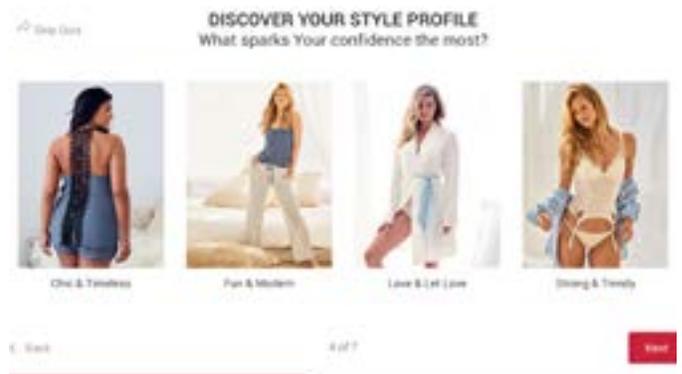
bit.ly/TUMI_AI



Adore Me

The clothing retailer Adore Me used an analytics-based AI platform to divide its consumer base into 60 segments, which would influence how the brand engages with customers, how often they receive notifications and the type of content they receive. The consumer groups include differentiators like product and device preferences, along with how much they typically spend. Campaigns driven by this consumer identification resulted in a 15% increase in monthly revenue.⁶

bit.ly/2tn7X6I



Trip Advisor

The mobile app from travel website and accommodation booking platform Trip Advisor recommends personalized rooms and displays a tailored message by leveraging a user's previous in-app actions. The personalized feature appears in the form of a push notification and also includes a designated call to action that directs them to the booking.

bit.ly/tripadvisormessaging



Guided Curation

The following examples highlight how brands are leveraging AI-enabled systems to curate recommendations based on predetermined preferences and/or questionnaires to narrow down choices and boost shopper confidence.

Levi's

The clothing manufacturer Levi's provides its online customers with denim recommendations using a natural language processing chatbot. The Virtual Stylist feature, which is available on the brand's website and via Facebook Messenger, asks questions about shoppers' preferred fits and body types in order to surface suitable recommendations.

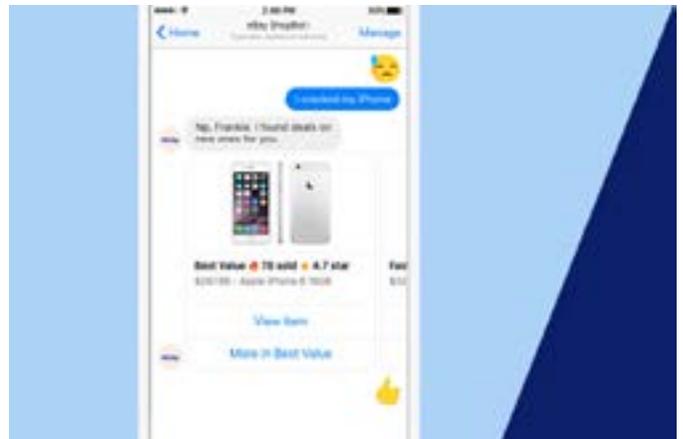
bit.ly/Levis_virtual_stylist



eBay Shopbot

The conversational AI bot platform developed by e-commerce marketplace eBay recommends similar products to shoppers based on their previous purchases. The Shopbot chatbot, which is accessible via Facebook Messenger, also keeps track of customers' preferred brands and clothing sizes to simplify checkout.

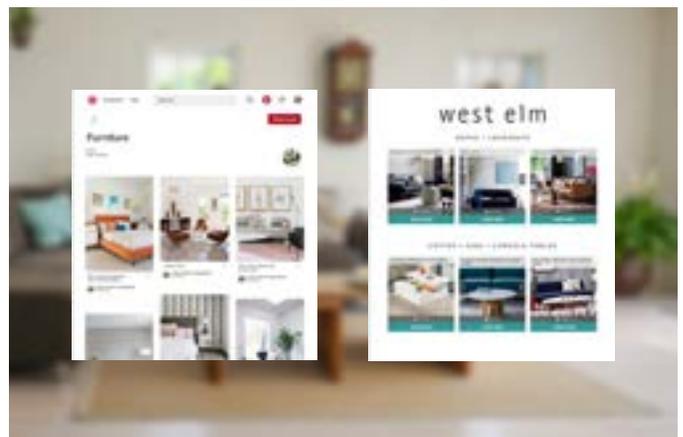
bit.ly/ebay_shopbot



West Elm

Homewear retailer West Elm's AI tool scans customers' Pinterest profiles to recommend furnishings based on users' personal aesthetic. The West Elm Pinterest Style Finder uses neural networks to gather details about a customer's style from their own or anyone else's Pinterest board of images and returns a shortlist of furniture, rugs, curtains, mirrors and additional items in about 10 seconds.

bit.ly/WestElm_Pinterest



AR/VR technology will bridge the emotional gap between on and offline sales, and create memorable moments along the way.

Today's marketplace is overloaded with options. Countless brands, styles, sizes, fits, models and features can make even the most savvy shopper's head spin when faced with making the right choice. In a physical store, customers have the ability to touch, test out and try on a product before deciding to purchase it, but within the digital retail space, the ways to interact with a product are severely limited.

To enhance customers' understanding of items and make them feel more confident in their purchases, brands are implementing innovative services that bridge the emotional gap between online and offline sales. In particular, augmented and virtual reality technologies are poised to help create meaningful and memorable moments along the purchase path while ensuring greater customer satisfaction and confidence.

According to our survey conducted in partnership with Bing, 45% of consumers who have used these experiences said that testing out a product in augmented or virtual reality made them more likely to buy—a statistic that highlights the powerful potential of the technology.⁷ However, three times more consumers familiar with these experiences have used AR/VR offered by a retail store or brand to test out a product in a virtual environment (56%) than to shop for a product in a virtual environment (20%), suggesting that these technologies are better suited to supplement the current retail experience rather than completely transform it.⁸

Considering that 61% of shoppers surveyed by Daymon Interactions in 2016 noted that they prefer stores that offer AR experiences and 71% would return more often if a virtual option was offered, Augmented Retail is

Confidence Building

an important area of expansion for brands hoping to increase consumer engagement, build emotional connections and grow their audience.⁹ Brands are using these mixed reality technologies to bring digital content to life in immersive online environments and allowing customers to virtually trial products before purchasing.

For example, within the home goods sector, AR apps can allow customers to snap photos of their living spaces and digitally insert items they are considering for purchase, which helps solve the particularly tricky problem of envisioning what furniture will actually look like in one's own home. Additionally, apparel retailers can implement AR and VR to provide-mixed reality experiences for customers, like using apps that provide holograms of what particular clothing items look on real models rather than just on a mannequin or a rack.

The ramifications of incorporating augmented experiences like these are wide-ranging, including increasing consumer engagement, reducing customer dissatisfaction and returns or exchanges, and giving brands the opportunity to better build their story and image—crucial aspects of successful business in today's emotion-driven market. Though the digitization of the world shows no sign of slowing down, people retain their affinity for palpable, experiential interactions, which is why AR and VR are becoming more important than ever to satisfy enduring human needs.



Taking Action on Confidence Building

Develop digital experiences that let customers test, customize and play with your products

Ensure that all assets are shareable to maximize impact

Speak to customers to understand the pain points around online purchases—fit, style, sizing etc.

Experiment with next-generation platforms as a way to tell engaging stories about your brand

Augmented Retail

The following examples highlight how brands are bringing digital content to life through VR and AR platforms to create immersive online shopping experiences and allow customers to virtually trial products before purchasing.

chloma x STYLY HMD Collection

Shoppers wearing Microsoft HoloLens can browse and purchase clothes from the fashion brand chloma. The mixed reality shopping experience, which is powered on the MR platform STYLY HMD, uses full-size 3D models to allow shoppers to examine a garment's look and fit details.

bit.ly/chloma_STYLY



Lowe's

Lowe's hosts VR workshops to show DIYers how to master home improvement skills in a safe environment before starting a project. The first module of the "Holoroom How To" teaches participants how to tile a shower, including supplies and steps needed to complete the project. By practicing and visualizing home renovations in VR first, the home improvement retailer provides customers with the confidence to complete home improvement projects in real life before investing in expensive tools and materials.

bit.ly/HomelImprovement_VR



IKEA

Home goods retailer IKEA is using Apple's ARKit inside its app to let customers envision furniture items inside their living spaces. Users first snap a photo of the place where they would like to visualize the IKEA product then browse the mobile catalog to insert any item into their photo to see how it looks or share with others. The app automatically scales the size of objects to fit into the space. The images are rendered as 3D objects that respond to light in the given location to show the texture of product materials.

tcrn.ch/2wn2Fb7



Connected products will allow brands to integrate more value into their offerings to lock in lifetime loyalty.

Maintaining loyal customers has always been a challenge, but with increased competition and product choice, brands need to work even harder to differentiate themselves and remain top of mind. While that starts with delivering a best-in-class experience leading up to a purchase, the things that are going to create a lasting impact with consumers happen long after a product has been taken home. The most successful brands are finding ways to integrate themselves into the daily lives of their customers, building value through connected services and support that complement ownership and offer ongoing convenience.

Internet-enabled technologies like smart appliances and speakers are changing the way people shop, bringing customers closer to the services they need and transforming the home into an extension of the retail experience. These connected solutions are being

integrated into the everyday products like refrigerators, cars and even consumer packaged goods, to enable a seamless, and even automated, path to purchase.

When it comes to these technologies, we're still at the leading edge of adoption. According to our survey conducted in partnership with Bing, 33% of owners have used a connected appliance to add a product to a shopping list, while 24% of owners have used a connected appliance to reorder or purchase a product before it runs out.¹⁰ And despite the growing sensitivity surrounding the sharing of personal data, the ease and convenience promised by these automated technologies is winning hearts and minds. In fact, 67% of consumers we surveyed are willing to exchange personal data for automated reordering of frequent purchases.¹¹

Value-Add Relationships

The idea of Passive Purchasing is a further evolution of the subscription model. Instead of products being ordered and delivered on a preset schedule, connected platforms are now able to monitor product data in real-time to automatically replenish items when their prices drop or before they run out or expire. This anticipatory level of service transfers the hassle of remembering, as well as the repercussions of forgetting, from the customer to the brand.

Beyond simply removing friction from frequent purchases, brands are also finding ways to extend the value of the products they sell by offering access to expertise, education and related services that enhance ownership. Providing Lifestyle Support brings the brand closer to their customers, positions them as a partner, and ultimately gives them permission to engage on an ongoing basis. This not only creates a halo effect around a brand and its offerings, but also builds deeper relationships with consumers. While it's important to establish repeat business, the larger goal is to convert customers into advocates on behalf of your brand. Peer-to-peer recommendations and conversations across social media have an amplification effect that extends to new audiences.



Taking Action on Value-Add Relationships

Treat ownership as membership, providing customers with added experiences around a purchase

Solve for an unmet need to integrate your brand into daily life

Partner with like minded brands to bundle products and services together, building a bigger lifestyle experience

Experiment with connected replenishment solutions and subscription models that ensure products are always on hand

Passive Purchasing

The following examples highlight how brands are offloading the responsibilities of frequent purchases by programming IoT solutions to automatically reorder supplies when specific conditions are met.

Tesco x IFTTT

The U.K. grocery chain Tesco partnered with the task managing service IFTTT to enable shoppers to create contextual triggers—from weather to price drops—for customers to automatically add items to their online shopping cart. Shoppers can also use the service with Google Home, where they are able to order more than one product using a keyword or “recipe.”

engt.co/2xJNhXb



Walmart

Walmart has filed a patent application to use sensor technologies to track how much detergent a family has used or when milk is about to expire. Walmart's patent filing describes a system with a variety of sensor technologies inside products and homes including radio frequencies, Bluetooth or barcode scanners track how often a product is used, where it moves in a home or what best to market to a shopper next.

on.wsj.com/2r33JhO



Smarter FridgeCam

The FridgeCam by IoT kitchen appliance company Smarter is a camera that makes any refrigerator an IoT-connected refrigerator. It recognizes and tracks items in your fridge, monitors expiration dates and gives notifications accordingly. Over time, it learns food preferences and shopping habits and adds products to connected online grocery carts to automatically replenish them.

smarter.am/fridgecam



Lifestyle Support

The following examples highlight how brands are delivering education, expertise and ongoing support through digital platforms and connected products to optimize the ownership experience and add value in the context of everyday life.

HiMirror Plus

HiMirror Plus is a face-scanning mirror that provides cosmetic guidance by tracking changes to one's skin condition over time. HiMirror assesses conditions such as wrinkles, fine lines and dark circles; at each assessment, HiMirror stores an image of the skin and can track changes or improvements based on products and routines. HiMirror uses this information to send effective care plans to a corresponding app. The platform can store up to 14,000 photos and differentiate between users.

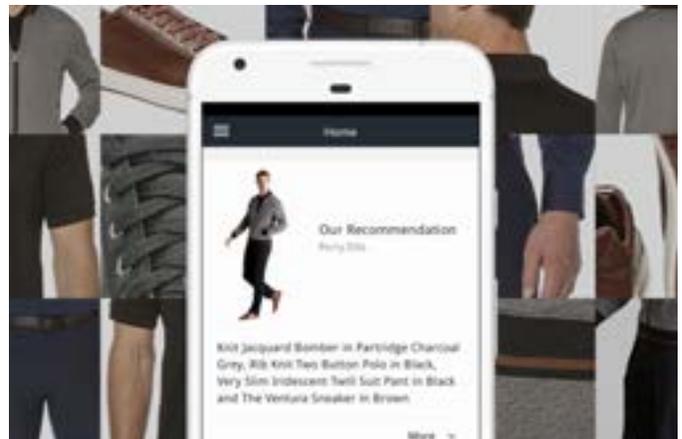
himirror.com



Perry Ellis

The menswear retailer Perry Ellis developed an Alexa skill that provides men with daily outfit suggestions based on specific situations or occasions. The Ask Perry Ellis style recommendations are based on the retailer's own catalogue of clothing, which can be purchased through Alexa as well.

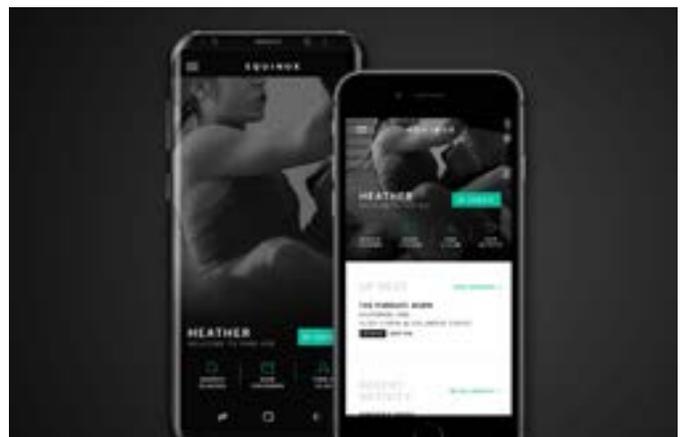
amzn.to/2leFtTo



Equinox

The luxury gym Equinox trialed a digital coach that learned from gym members' goals and ongoing behaviors to recommend personalized workouts. Embedded into Equinox's mobile app, the bot used data from in-gym beacons to discern gym goers' specific workouts and activities, which would inform specific exercise suggestions. During its six-month pilot program, the service successfully motivated members to check in 40% more than nonusers.

apple.co/2rdllur



About Bing

Bing is the intelligent search engine from Microsoft that helps people save time and money. Bing reaches a global audience of 500 million searchers, powers the search results on AOL and Yahoo, and enables unique experiences including Cortana, the truly personal assistant. Connect to the people who matter to you through Bing Ads, the advertising platform that provides rich audience targeting capabilities and the tools you need to deliver business results. Investments in machine learning and artificial intelligence are making Bing more pervasive, predictive and personal so you can build more meaningful connections with your customers.

If you would like to see more insights from Bing Ads, please visit: <https://advertise.bingads.microsoft.com/insights>

About PSFK

PSFK is the world's leading business intelligence platform for customer experience innovation. Across every industry vertical, we help the most progressive brands identify and leverage opportunities across retail, brand and product experience through a mix of trend reports, immersive events, insight-rich content and on-demand research and strategy services.

Contact

For more information on PSFK's services:

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Bespoke Services

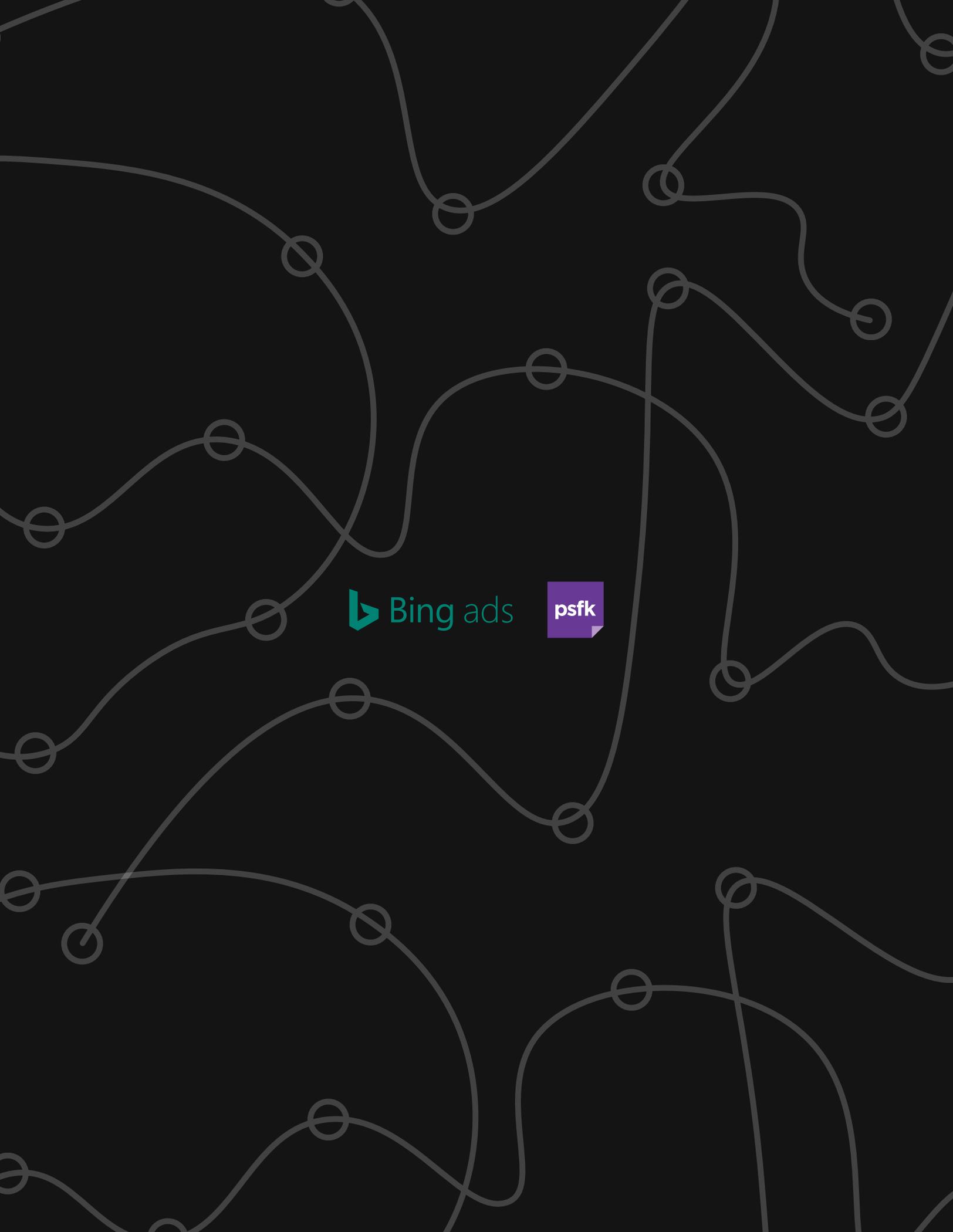
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Endnotes

- 1 Bing Future of Retail Consumer Survey 2018. Bing and PSFK, 2018
- 2 Visual Commerce 2017: How Image Recognition and Augmentation Are Changing Retail. eMarketer, 2017
- 3 “Celebrating One Year Of Pinterest Lens.” Pinterest, 2018
- 4 Bing Future of Retail Consumer Survey 2018. Bing and PSFK, 2018
- 5 Ibid.
- 6 “How Adore Me Used AI To Double Its Active Customers.” Digiday, 2017
- 7 Bing Future of Retail Consumer Survey 2018. Bing and PSFK, 2018
- 8 Ibid.
- 9 The Impact Of Augmented Reality On Retail. Daymon Interactions, 2016
- 10 Bing Future of Retail Consumer Survey 2018. Bing and PSFK, 2018
- 11 Ibid.



 Bing ads

psfk