

A RECAP OF RECENT DEVELOPMENTS WITHIN THE OMNICHANNEL ECOSYSTEM

PYMNTS.com

MARCH 2018



SHOE CARNIVAL

Selling Shoes Offline, Online

AND EVERYWHERE IN BETWEEN



How Shoe Carnival is making online and offline sales work together

— p. 6 (Feature Story)



Amazon, Sam's Club and Target face off on delivery services

— p. 10 (News and Trends)



How to get clothing shoppers shopping again

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Find the top providers in the latest Scorecard

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Information on PYMNTS.com

ACKNOWLEDGMENT

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WHAT'S INSIDE



Consumer expectations are skyrocketing, especially when it comes to how fast eCommerce deliveries arrive at their doorsteps. Thanks, in part, to Amazon's Prime program, consumers have habitually come to expect two-day delivery from merchants across the board.

According to recent studies, shipping speed is so important that it's influencing consumer's purchasing decisions. A [poll](#) from cloud-based technology provider Convey found shipping speed to be the single-most decisive factor determining where 40 percent of customers shop.

Shipping struggles can even lead merchants to miss out on already-made sales, too. Roughly one-quarter of consumers are [estimated](#) to have cancelled a purchase because shipping speeds were slower than expected, and a similar percentage have abandoned a retailer's site because it could not get a purchase to their homes fast enough.

Add it all up and it should come as no surprise that several major retailers recently invested in improved shipping process speed, all in hopes of pleasing a growing group of delivery devotees.

Here's a quick snapshot of recent notable news from around the omni usage space:

Wholesale retailer Sam's Club is betting on free shipping to compete with eCommerce challengers. It recently [rolled out](#) a new Plus membership giving shoppers the ability to opt out of shipping costs by ponying up a flat \$100 annual fee. The deal also includes in-store retail perks like earlier shopping hours at the company's brick-and-mortar stores.

Meanwhile, discount retailer Target is looking to get online purchases to customers' doorsteps faster than ever. It recently [announced](#) the acquisition of online same-day delivery platform Shipt, which it plans to leverage to bring same-day delivery to U.S. Target customers. The purchase "significantly accelerates" its digital fulfillment efforts, bringing same-day delivery for pick up to approximately half its stores by early 2019.

Daily deals site Woot!, acquired by Amazon in 2010, [recently announced](#) it's offering free shipping on purchases to all Prime subscribers who log in with their Amazon accounts at woot.com/prime. This perk release follows reports last month that Amazon increased its monthly membership fees by nearly 20 percent in the U.S. to deal with slumping growth.

That's not all, though. Amazon is reportedly planning to [launch](#) its own shipping service, according to *Wall Street Journal* reports. "Shipping With Amazon" will reportedly see the eCommerce retailer picking up packages from businesses and deliver them to customers. It is set to debut in Los Angeles, California, before expanding to additional cities.

To see the rest of the latest headlines from the Omniconommerce space, check out the Tracker's News and Trends section (p. 10).

Building an omnichannel business around brick-and-mortar

The shoe industry is growing fast, with projections saying it will soon be a \$90 billion business in the United States alone. But that doesn't mean it's easy to sell shoes — especially when merchants are facing looming competition from Amazon, Zappos and other online challengers.

According to Kent Zimmerman, vice president of digital for footwear retailer [Shoe Carnival](#), shoe fans now expect omnichannel features that make shopping easier and

more affordable, both online and off, and largely influenced by online warehouses. In a recent interview for the Omni Usage Report feature story (p. 6), he told PYMNTS that merchants who decide against offering these features risk watching potential customers walk away in another seller's shoes.

March provider directory updates

This edition of the report contains a provider directory featuring 104 ranked players from around the Omni Usage space. It includes six new additions: Big 5 Sporting Goods, Game Stop, Pier 1 Imports, Sally Beauty, Urban Outfitters and Williams-Sonoma Inc.

FIVE FAST FACTS



90%

Projected mobile payment penetration in Taiwan by 2020



75%

Percentage of consumers who say most personalization efforts are "somewhat creepy"



73%

Portion of consumers who say they want to visit stores so they can touch and feel products



54%

Percentage of American shoppers who abandon shopping carts due to shipping costs



16%

Percentage increase in global eCommerce retail sales in 2017



SHOE Selling Shoes Offline, Online
CARNIVAL *AND EVERYWHERE IN BETWEEN*



Feature Story

"The reality is, some people will migrate from an in-store customer to a digital customer, [and] there's nothing we can do to avoid that."

KENT ZIMMERMAN,
vice president of digital for retail chain **Shoe Carnival**

It's a great time to be a shoe seller.

The footwear industry is currently bringing in more than \$83 billion annually in the United States alone, according to recent [research](#), a more than 20 percent increase in revenue since 2010. That growth is not anticipated to slow either, with industry projections showing it could become a \$90 billion market by 2021.

As average Americans now spend 25 percent more on footwear than they did less than a decade ago, customers' expectations have also grown in step. According to Kent Zimmerman, vice president of digital for retail chain [Shoe Carnival](#), footwear fans now expect retailers to provide features that make shopping easier and more affordable, both online and off, and largely influenced by eCommerce warehouses like Amazon and Zappos.

In short, consumers expect retailers to be omni-ready.

In fact, Zimmerman told PYMNTS in a recent interview that merchants that decide not to offer such features risk watching potential customers walk away in another seller's shoes. Many will always choose to shop online, he acknowledged, but others will always choose to shop in stores.

"We want to reach those customers on whatever channel they prefer to use," Zimmerman said.

Going mobile to boost in-store sales

In addition to its online store, Shoe Carnival currently operates more than 400 brick-and-mortar locations throughout the U.S. and Puerto Rico.

While online options like Zappos have become more popular among customers in recent years, Zimmerman noted many still prefer to make purchases at brick-and-mortar stores — and rightfully so. Recent [research](#)

UNDER THE HOOD

Kent Zimmerman of Shoes Carnival
on adding in-store experiences to
the company's mobile app

from the U.S. Census Bureau found 90 percent of retail transactions still happen at physical storefronts.

This gives Shoe Carnival an advantage over online-only sellers, and the company has worked to emphasize its in-store offerings with recent tech integrations. That includes its new mobile loyalty app, which rolled out in summer 2017. The app is designed to reward consumers for browsing and buying footwear and other merchandise from brick-and-mortar stores, encouraging them to come back for another visit. It also includes other tech integrations and features like style recommendations based on purchase history.

"We know that a lot of our customers are using digital channels to inform their decision in-store," Zimmerman said. "We wanted a mobile app that would make it easy for customers to get loyalty information, and hopefully engage with those customers enough with our app that it drives them to the store."

Most retailers want to provide customers with a consistent experience, regardless of whether they are shopping online, via a mobile app or in a store. Shoe Carnival is planning to bring trademark elements of its in-store shopping experience to life for its mobile and online customers, according to vice president of digital Kent Zimmerman, and all through a new planned update to the brand's app.

"An interesting concept we're planning to add to our mobile app is something that comes from our stores. In our stores, we have what we call the 'Wheel of Savings.' It's a physical wheel that customers can spin and receive instant discounts, and it's very iconic [for] our brand and to our store experience. People love the surprise of being able to spin it and get anywhere from \$3 to \$5 off their order.

So, we've taken that concept online and to our mobile app. We want to give all of our customers a consistent experience, so we wanted to replicate this very well-received part of our in-store experience for our mobile customers. But, we also want to try to marry our in-store and online experiences together, so when we added this, one of the things that we wanted to do was enable customers to spin the wheel on the app and get a doubled reward in-store. We're trying to incentivize the customer via the mobile app, and tell customers on that channel they have the opportunity to go into the store, spin the wheel and whatever [they] get, [they] actually get double that reward on that transaction.

For us, we think of it as an interesting way to marry our brick-and-mortar and online experiences while also building engagement."

*If you **try too hard to push online shoppers** into stores with pricing or features, they may just go to Amazon or some other online seller.*

Bringing online and offline together

But a mobile app isn't the only way Shoe Carnival is utilizing tech to draw customers into physical stores. It's also using its in-store inventory to fill online orders, a move to cut delivery times, give customers more in-store tools and inspire store visits.

Because the company's inventory is stored in brick-and-mortar locations rather than at a warehouse, items can be pulled up at a moment's notice. Employees can then use that information to help in-store customers locate a size or style they want to purchase and better estimate delivery times. Shoe Carnival is also able to offer buy-online, pick-up-in-store delivery options for almost all online orders., which can bring customers in more often by promising quicker in-hand deliveries.

The company's online presence doesn't just aim to bring customers to its brick-and-mortar stores, however. Zimmerman emphasized that having an online store that can stand on its own — without hurting sales at physical locations — is essential in the digital age.

"The reality is, some people will migrate from an in-store customer to a digital customer, [and] there's nothing we can do to avoid that," he said. "If you try too hard to push online shoppers into stores with pricing or features, they may just go to Amazon or some other online seller, because that customer just wants to buy online. So for us, it's about giving them a consistent experience no matter where they shop."

Omni days to come

As consumers continue to shop more frequently through online and mobile channels, Shoe Carnival is planning to keep pace with new tech integrations and features.

It is currently working to develop a new version of its mobile app, with plans to offer in-app mobile payments to give customers easier and more convenient ways to pay for purchases. Down the road, Shoe Carnival is also hoping to add in-store mobile payment acceptance, Zimmerman added.

The company is also working to use its wealth of in-store inventory to fuel other pick-up and delivery options for consumers, including options like curbside pick-up or

*Anything we can do to decrease friction for our customers is something we want to do and is a **high priority** for us.*

same-day local delivery. These would mirror offerings like Target's curbside pick-up and Amazon's same-day option, helping Shoe Carnival keep up with rising customer expectations surrounding online order delivery.

"Anything we can do to decrease friction for our customers is something we want to do and is a high priority for us," Zimmerman said.

After all, if merchants want customers to walk many miles in their shoes, they'll need to give them the features they want — or watch them walk straight to a competitor's doors.



NEWS AND TRENDS



IN-STORE STORIES

Amazon goes back to its literary roots, with a twist

eCommerce giant Amazon has officially [opened](#) the doors to a brick-and-mortar store in Washington, D.C. The retail location is stocked with books, electronics and toys, among other items, but it is unique in that there are no price tags. To encourage mobile app downloads, customers can use Amazon's app to scan items or use an in-store scanning machine for a price check. Amazon will charge Prime members the same price for items in the store as it does online.

The news comes as Amazon is reportedly gearing to open more cashier-less brick-and-mortar Amazon Go convenience stores. New stores are planned for Los Angeles, California, and Amazon's hometown of Seattle, Washington, according to independent tech news source [Recode](#).

Walgreens to debut new store format

In other retail space innovation news, new store formats are coming to convenience store and pharmacy chain Walgreens. The company is [overhauling](#) its storefronts to unify services offered at some of its brick-and-mortar locations, including healthcare services like patient care, in-store lab options and optometry services. Walgreens will partner with companies like MedExpress to deliver these services, according to comments made by co-COO Alex Gourlay at the recent JPMorgan Healthcare conference.

The redesign will be the first major change to stores since Walgreens merged with Alliance Boots more than three

years ago. The company plans to pilot the new format for six to 18 months before finalizing a design, Gourlay explained, and the finalized design will be introduced at several other Walgreens locations if all goes as planned.

Walmart updates app to make in-store shopping faster, easier

Walgreens is redesigning stores to improve the brick-and-mortar shopping experience, and Walmart is turning to digital features for the same goal. The retail giant recently [rolled out](#) updates to its mobile app to help in-store shoppers compile a digital shopping list and project how much they'll have to pay — including sales tax — before they leave the house. Once in the store, the app's new "store assistant" feature includes a map to help guide customers to the shelves where their list items are located.





Other digital initiatives saw Walmart [partner](#) with Coty's COVERGIRL makeup brand for a mobile web trial experience, an offering enabling users to model beauty products using their mobile devices' or desktop computers' cameras before purchasing directly through Walmart.com. These additions come approximately one year after the retailer added other capabilities to its app, making it faster and easier for pharmacy and MoneyCenter customers to complete their purchases.

DIGITAL DEBUTS

Walmart to launch new online home shopping experience

In further digital developments, Walmart also [announced](#) plans to launch a new eCommerce home shopping experience. Walmart Home will feature curated collections across nine style categories, and all in a new web space designed to better highlight products like accessories, furniture and other interior design-oriented items. Products will be displayed with editorial imagery and embedded design tips written by in-house experts, according to a press release.

The new initiative comes as Home rebuilds itself around two new executive appointments. Scott Doughman, the new Hayneedle president, and Anthony Soohoo, previously CEO of home furnishings brand Dot & Bo, was appointed senior vice president and general manager of the Home group across all U.S. eCommerce retail within Walmart.com, Hayneedle and Jet.com. Walmart Home will go live on Walmart.com across web and mobile under the Home category as a slow rollout over the next few weeks.

Rack Room Shoes steps up digital messaging

Meanwhile, footwear retail chain Rack Room Shoes is hoping personalization will drive customer engagement. The company recently [introduced](#) new personalized communication offerings — including email, SMS texts and push notifications — to change its reputation as a digital delinquent.

Rack Room Shoes launched a loyalty program in 2013, admitting at the time that it was “late” to the digital engagement game, and later rolled out personalized recommendations built on user data. It is planning additional rollouts for 2018, including improved social media engagement tools.

7-Eleven tests mobile ordering, delivery in Dallas

In a move to further improve convenience, c-store giant 7-Eleven recently [tested](#) a mobile app enabling customers to place orders for delivery. The 7-ElevenNow mobile app allows consumers to order food, drinks and other items to have them delivered or prepared for in-store pick up, according to technology news source Engadget. The trial took place at 10 locations in and around Dallas, Texas.

Mobile ordering and delivery would give 7-Eleven the potential to expand its business beyond its store locations' local neighborhoods, lowering the need to open more stores and improving sales for those with slow consumer traffic. The company expects to roll the offering out to other U.S. locations through 2018.

eCommerce sales to pass \$3.3 trillion in 2018

It should come as no surprise that brick-and-mortar titans are looking to invest more resources into digital offerings. Consumers will spend more than \$3.3 trillion on digital purchases this year, according to a new [study](#) from market research firm Juniper Research, a figure representing a 10 percent increase from 2017's \$3 trillion.

Juniper believes alternative payment offerings like PayPal, Alipay and others will push more consumers to make purchases online, thereby increasing the value of the eCommerce space. PayPal currently dominates, accounting for one-fifth of mobile and online sales not made in China. Inside China, however, the score is a bit different — Alipay and Weixin Pay account for nearly half of all global payment volumes.



DELIVERY DAZE

Amazon adds free Woot! shipping as newest Prime perk

Amazon's Prime program members now have a new free shipping partner to add to their perks collection. Daily deals provider Woot! [announced](#) it is offering free shipping

on purchases from its site to all Prime subscribers who log in with an Amazon account at [woot.com/prime](#).

This new perk comes following news last month that Amazon increased its monthly membership fees by nearly 20 percent in the U.S., jumping from \$10.99 to \$12.99. Financial services provider Morgan Stanley has reported Amazon Prime's growth is slowing, with December 2017 research finding 40 percent of American consumers already have Prime memberships — the same level seen in the fourth quarter.

Woot! was founded in 2004 and acquired by Amazon in 2010 for \$110 million. Originally known for its "one deal per day" format, Woot! now offers a variety of limited-time deals on everything from pizza beach balls and dinosaur bottle openers to Black & Decker tools, Kitchen Aid mixers and Beats wireless headphones.

Can an Amazon shipping service compete with FedEx, UPS?

Getting daily deals to customers more quickly isn't Amazon's only shipping service plan. It also announced it will [launch](#) its own delivery service to better control its fulfillment process, according to a *Wall Street Journal* report.

While Amazon will soon offer the service to its third-party sellers in Los Angeles, it plans to eventually expand to additional cities and businesses, too. The eCommerce giant already delivers a portion of its own orders in approximately 40 U.S. cities but, with the new service, it expects to also pick up packages from warehouses and deliver when it can. The U.S. Postal Service will otherwise handle Amazon's last-mile deliveries.

In response to the potential competition, a UPS spokesman told the *WSJ* that the delivery firm continues to support Amazon and other clients, but would not comment further. FedEx did not immediately respond.

Sam's Club adds free shipping to compete with Amazon

Big box retailer Sam's Club is rolling out its own free shipping program to compete in eCommerce. The company recently [introduced](#) its Plus membership, an option allowing shoppers to opt out of shipping costs by ponying up \$100 a year. The deal includes some in-store perks, too, like earlier shopping hours at brick-and-mortar retail stores.

The expanded service will be available online, and initially only for those in greater Dallas-Fort Worth, Texas, and St. Louis, Missouri. Orders can include fresh produce or small appliances, and can be accessed by customers who are not presently Sam's Club members. In a recent cost-saving measure, the company consolidated its membership structure, closed approximately one-tenth of its stores and laid off more than 10,000 workers.

Target buys Shipt, rolls out same-day shipping

Discount retailer Target is also hoping to give shipping services a boost, and turning to a new acquisition to do so. The company [paid](#) \$550 million to purchase online same-day delivery platform Shipt, which it will leverage to bring same-day delivery to U.S. Target customers, according to a press release. The purchase "significantly accelerates" Target's digital fulfillment efforts — granting it access to Shipt's proprietary technology platform and community of shoppers — and will bring same-day delivery to approximately half of its stores by early 2019.

Founded in 2014, Shipt uses a network of more than 20,000 personal shoppers in 72-plus markets to fulfill orders before delivering goods to customers. The shipping option will be offered at most Target's stores in all major markets before the 2018 holiday season, and same-day delivery will apply to groceries, essentials, home, electronics and other products. Target will expand the list of included product categories by the end of 2019.

Zara tests pickup kiosks in Spain

While Target looks to deliver products to customers' homes in a matter of hours, fashion retailer Zara is investing in in-store pickup. The company recently [rolled out](#) its "click and collect" service, an offering which saves employees time by using robots to fetch online orders for customers retrieval. Customers who place online orders scan or enter a code at collection points in Zara locations. Robots then search for corresponding orders and bring them to a drop box for easy pick up.

Zara is also working to integrate machine learning into its brick-and-mortar stores, with plans to add the technology to more than 100 locations worldwide. The tech will enable the company to showcase models wearing various fashions when customers place their mobile devices near a sensor within brick-and-mortar stores or near certain shop windows. Customers can then purchase the looks on display through their mobile devices.





Deep Dive

HOW TO GET APPAREL SHOPPERS SHOPPING **AGAIN**

Americans are spending approximately half as much on clothing as they did four decades ago, according to [Bloomberg](#). Apparel stores are struggling, to say the least, and that's largely due to an inability to give demanding digital customers the omnichannel features they need.

For most retailers, though, it isn't because they aren't trying. In fact, several are working to up their omnireadiness with mobile apps, making upgrades to their brick-and-mortar stores or adding new products and services. Meanwhile, notable brands like Nike, Gap and Kohl's are turning to [partnerships](#) with digital giants like Amazon to improve upon their own omnireadiness.

These efforts have seemingly fallen short when it comes to pleasing customers, however. In PYMNTS' recent [Omni Usage Index™](#), which gauged consumer satisfaction with various omnichannel purchasing features at accessory and apparel merchants, retailers received an average

satisfaction score of just 37.9 out of 100. Even those who take advantage of digital features are unhappy, with online-only elements scoring merchants a mere 36.9 out of 100.

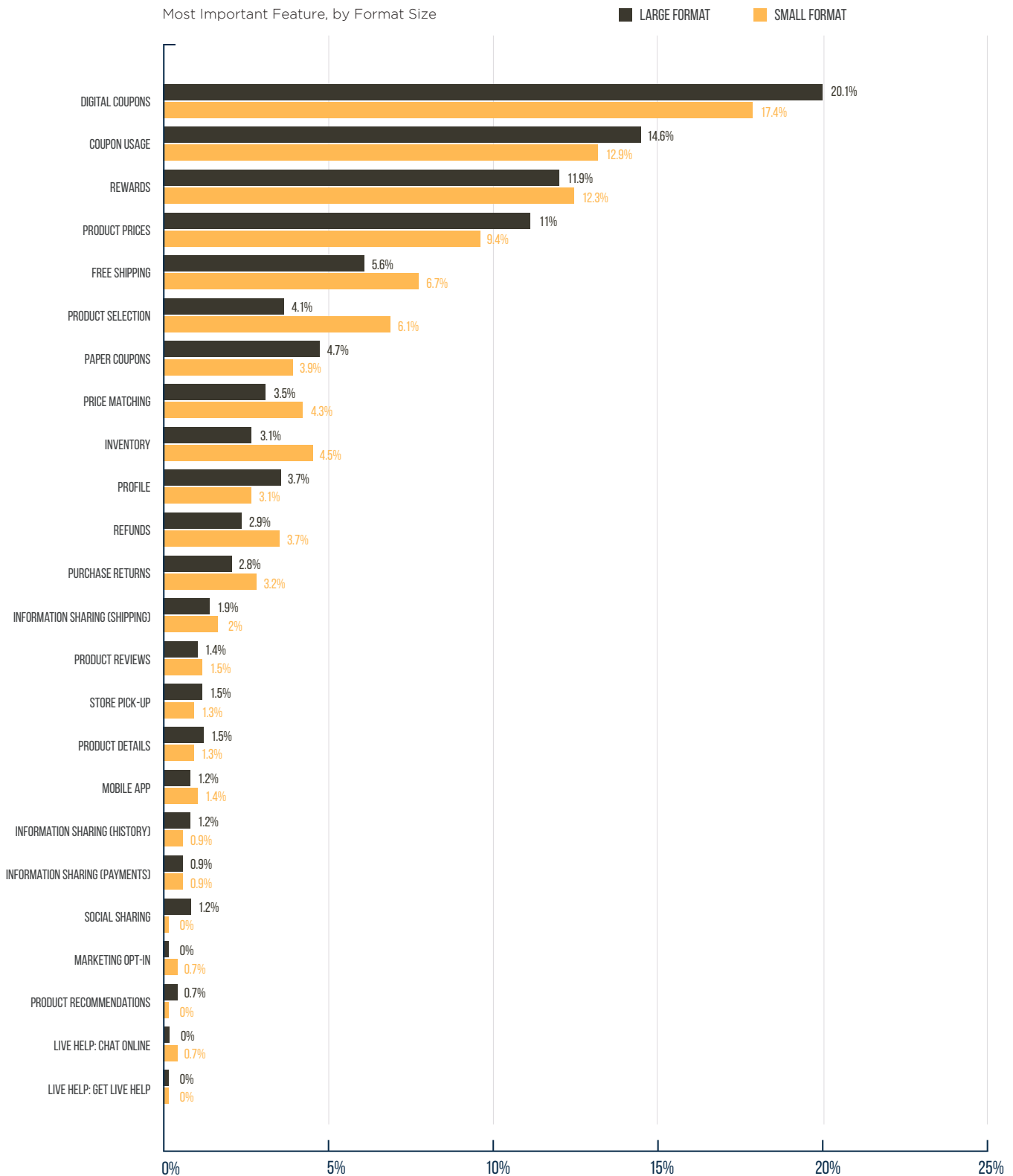
If consumers aren't happy with available omnichannel offerings, then what do they want?

Making clothes shopping convenient

Shoppers surveyed for the Omni Usage Index™ told PYMNTS they want retailers to both have the products they want and make it easy to find them.

The features consumers knew, used frequently and enjoyed fell into two categories: Make It Easy For Me (product details, reviews, recommendations, free shipping, in-store pick up and mobile apps) and Do You Have What I Want (product selection, inventory, product prices and price matching).

Deep Dive: How To Get Apparel Shoppers Shopping Again



Deep Dive: How To Get Apparel Shoppers Shopping Again

As many as 40 percent said they actively use Make It Easy For Me features, with the most popular being product details and reviews. What's more, 43 percent of consumers said they would use features like free shipping, mobile apps and in-store pick up if merchants made them available.

While Make It Easy For Me features were the most popular, the Do You Have What I Want category did not lag far behind. More than 25 percent of consumers at large-format stores said they already use product selection, product review and inventory features, and more than one-third said they would use the features if they were offered.

Consumers' most highly desired feature was price matching, with 56.1 percent at large stores and 60.1 percent at small stores saying they would use it if available. Just 16.3 percent of large store shoppers and 11.9 percent of small store shoppers said they already use it, indicating few retailers are offering it to consumers.

Saving consumers' money

Price matching was not the only feature topping consumers' preferences, though. Other price-focused features were also popular among clothing shoppers.

They rated coupon usage availability as a deciding factor when making shopping decisions. Twenty percent said it was the most important feature at large stores, and 17 percent of small store shoppers said the same. Also highly important are products' prices before coupons are applied, with 15 percent of large store shoppers and 13 percent of small store shoppers ranking this as the deciding factor.

Mobile motivations

Many companies have worked to deliver digital features



via mobile apps, but these endeavors are not connecting with consumers. Fifty-one percent of small store shoppers said they were unaware of a retailer's mobile app, and 44 percent of large-format shoppers said the same.

Even those who are familiar with a retailer's mobile app do not report regular use. Twenty-six percent of large-format shoppers and 19 percent at small said they don't use a retailer's mobile app, while 13 percent and 9 percent, respectively, said they use the app only occasionally. Meanwhile, just 11 percent of large store shoppers and 7 percent of those at small report regular app use.

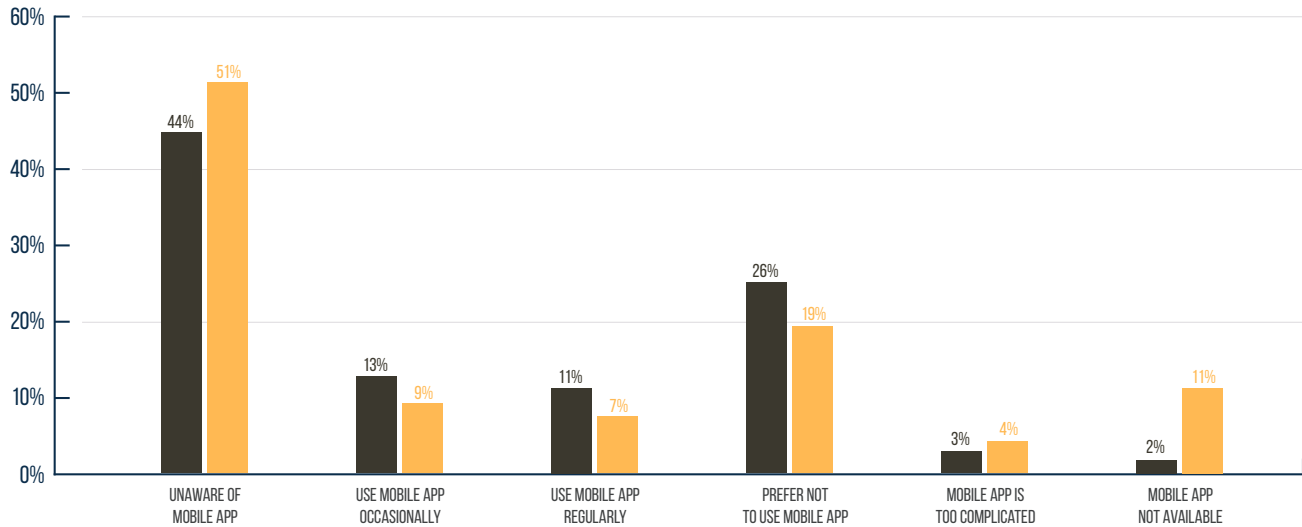
So, how can retailers motivate consumers to adopt mobile apps? One suggestion may be simplifying offerings. Roughly 4 percent of both large and small store shoppers said they found apps to be too complicated.

But a more effective strategy might be to deliver value through the mobile features customers crave. As with general features, consumers told PYMNTS they want companies to offer ways to save a little cash. Fifty-five percent at large format stores and 50 percent at small format stores said receiving discounts, coupons and loyalty program credits is a very or extremely important feature provided by a retailer's mobile app.

If clothing companies want to boost their revenue and keep consumers happy, it seems they would be well-suited to help customers save some money of their own.

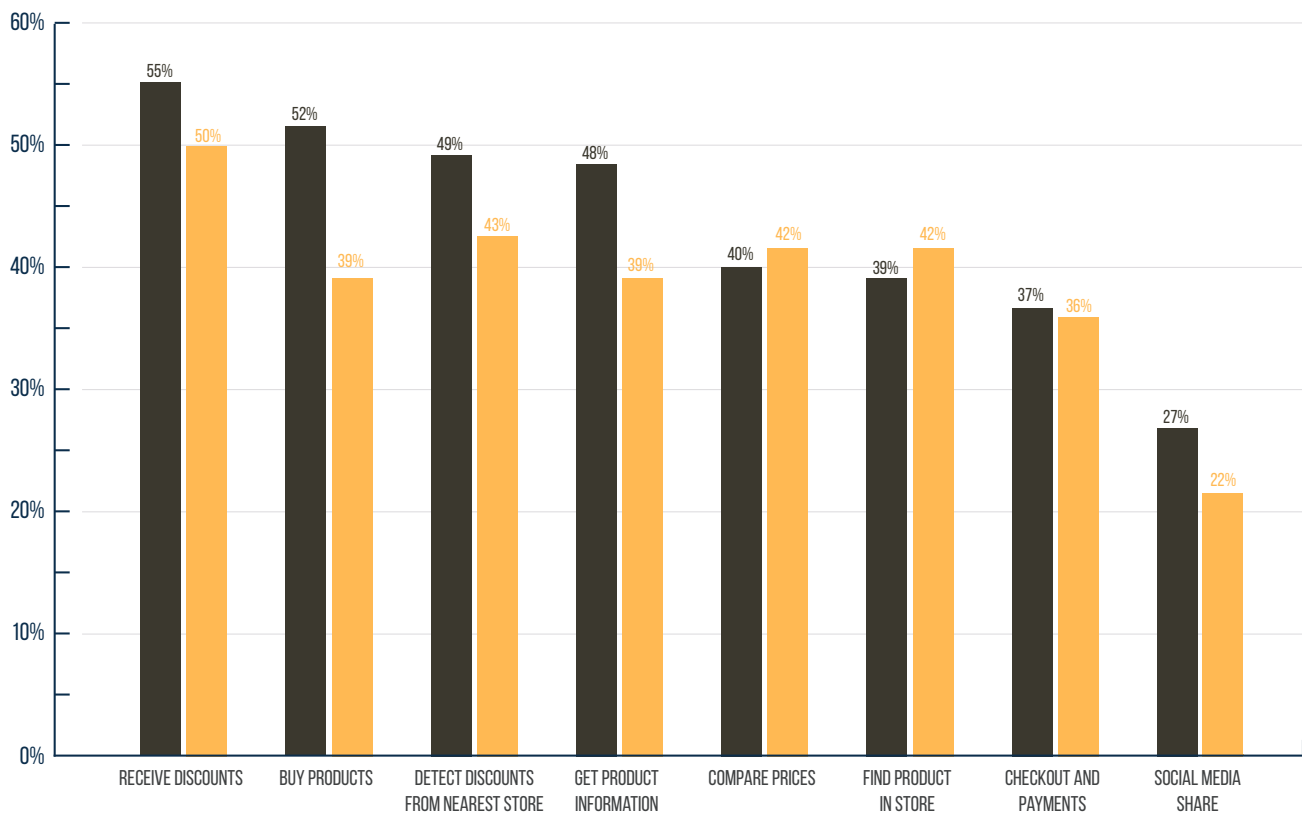
Deep Dive: How To Get Apparel Shoppers Shopping Again

Usage of Mobile Apps



Most Important Feature for Your Shopping Experience

■ LARGE FORMAT ■ SMALL FORMAT



METHODOLOGY

Omnicommerce Scoring Methodology

In a retail environment in which traditional consumer shopping norms and habits are being disrupted by the rapid adoption of new technologies, retailers are now, more than ever, looking for alternative strategies to ensure the future viability of their businesses.

Many merchants are progressively adopting omnichannel solutions that create a seamless shopping experience for their customers, allowing them to shop for all products and services whenever and wherever they want.

This report highlights the moves these progressive retailers are making. The retailers are scored on their omni-readiness through three critical lenses:



Customer Service 40% of weight

How merchants are stepping out from behind the counter to deliver enhanced shopping experiences like mobile point-of-sale (mPOS) and the ability to check inventory in real time, among others.

Features measured include the possibility of receiving online purchases delivered for free, buying online with pick up in store (BOPIS), seeing stock online, get live help online and whether store associates have any mobile device to help customers (i.e. inventory or making a purchase with an mPOS).



Customer Enablement 10% of weight

Tools merchants are deploying to arm customers with the ability to shop and buy whenever and wherever they want, including apps, enabling payment within the app, location-based services and the ability to shop and fulfill purchases regardless of channel.

Features measured include iOS and Android apps.



Customer Engagement 50% of weight

Strategies merchants are employing to drive customer engagement in stores and online. These include loyalty programs, contextually relevant offers and leveraging data to make relevant product recommendations.

Features measured include the possibility to sign up online to receive marketing messages, ability to set preferences, “like” or share products, see product details and reviews on the website, enter coupons or sign up for rewards and customer engagement through beacons.

TOP RANKINGS

OMNI USAGE REPORT™ TOP 10

01	NORDSTROM	SCORE 100	05	Office DEPOT.	SCORE 92 TIE
02	chico'sFAS ^{NO}	SCORE 97 TIE	05	STAPLES	SCORE 92 TIE
02	Saks Fifth Avenue	SCORE 97 TIE	09	TILLY'S	SCORE 91
04	Neiman Marcus	SCORE 93	10	FINISH LINE	SCORE 89 TIE
05	THE HOME DEPOT	SCORE 92 TIE	10	Foot Locker	SCORE 89 TIE
05	KOHL'S	SCORE 92 TIE	10	Walgreens Boots Alliance	SCORE 89 TIE

Scorecard



7-Eleven

7-Eleven is an international chain of convenience stores that operates, franchises and licenses some 56,600 stores in 18 countries. It also has an online store and mobile app.



Abercrombie & Fitch

Abercrombie & Fitch is a specialty retailer selling its products through store and direct-to-consumer eCommerce outlets, as well as through wholesale, franchise and licensing arrangements. It has operations in North America, Europe, Asia and the Middle East, operating 709 stores in the U.S. and 189 stores abroad.



Ace Hardware

Hardware retailer cooperative Ace Hardware operates more than 4,400 stores and a distribution network of 14 retail support center across the U.S. Ace offers eCommerce transactions with an eBay Enterprise platform. To offer omnichannel pickup options, the retailer ties this platform to an internal warehouse management system and SAP fulfillment software.

Scorecard



Advance Auto Parts

Advance Auto Parts provides automotive aftermarket. It has over 5,200 stores across the U.S. It also offers an online store delivering to the United States, Puerto Rico, the U.S. Virgin Islands and Canada.



Aéropostale

Aéropostale is a specialty retailer of casual apparel and accessories. The company maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise, which can only be purchased in its stores and online.



American Eagle Outfitters

American Eagle Outfitters sells clothing and other accessories. The company, which has more than 1,000 stores, sells products at its brick-and-mortar locations, online and through its mobile app.

Scorecard

ANN TAYLOR



Ann Inc

Ann Taylor is women's clothing retailer with 242 full-price and 122 outlet stores across North America. The brand also offers its products online.



Apple

Apple is a multinational technology giant that has optimized its retail platform for extending omnichannel experience in-store, on its website and mobile app.



Argos

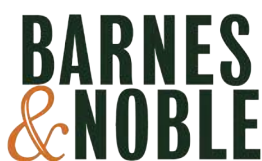
Argos, a subsidiary of Sainsbury's, is a British catalog retailer operating in the U.K. and Ireland. The company trades both through physical stores and online, with over 750 stores and 800 million website visits a year.

Scorecard



Auto Zone

AutoZone is a retailer of aftermarket automotive parts with more than 5,000 stores across the United States, Mexico and Brazil. In December 2012 the company purchased AutoAnything.com, an eCommerce provider of aftermarket automotive parts.



Barnes & Noble

Barnes & Noble, Inc. is a Fortune 500 company and retailer of content, digital media and educational products. The company operates nearly 650 Barnes & Noble bookstores in 50 states and an e-commerce site.



Bass Pro

Bass Pro Shops is an outdoor gear supplier that sells camping, fishing, hunting, nature gifts and other products through retail stores, a mobile app, website and mail-order catalogue.

Scorecard



Bed Bath & Beyond

The domestic merchandise retailer offers a wide variety of products including bed linens and related items, bath items, and kitchen textiles, as well as home furnishings. The company sells products online, in-store and through its mobile app.



Best Buy Co. Inc.

Best Buy is a consumer electronic corporation that generates close to \$40 billion in revenue annually. The company began its omnichannel program four years ago as it reported heavy losses in sales and revenue. Since then, the company has realigned its omnichannel strategy with new initiatives that provide a unified experience to its customers whether they are shopping online or at its brick-and-mortar locations.



NEW

Big 5 Sporting Goods

Big 5 Sporting Goods is a goods and accessories seller with 433 brick-and-mortar locations throughout the western United States. It also has an online store.

Scorecard

BOW & DRAPE



Bow & Drape

Bow & Drape makes custom clothing for women. The company aims to guide shoppers to wardrobe basics that they can easily modify into unique clothing, using hand-selected embellishments, baubles and trim via an online marketplace.

Burlington



Burlington Coat Factory

Burlington Coat Factory offers branded clothing, shoes, accessories, baby products and home furnishings. The company operates more than 590 stores in 45 states and Puerto Rico. It also has eCommerce operations, including an online sales site.

Cabela's



Cabela's Inc.

Cabela's is an outdoor and sporting goods retailer with stores in the U.S. and Canada. It offers products on multiple channels, including stores, online and catalogues/call centers via social and mobile. Its omnichannel features include social media pages, three mobile apps and optimized inventory management.

Scorecard



Carrefour

Carrefour is a retailer with stores in 35 countries under multiple brand names. The company also operates online stores with shipping to Europe, the Americas, Asia and Africa.



Charlotte Russe

Charlotte Russe is a U.S. clothing retail chain store, aimed at women in their teens and twenties. The company owns and operates 560 stores in 45 states., along with an eCommerce store.



Chico's Fas Inc.

Chico's FAS is an omnichannel specialty retailer of women's clothing and accessories that connects to its customers on eight different mediums, including print, web, television, mobile and brick and mortar store locations. The company currently operates over 1,500 stores in the U.S. and Canada and supplies merchandise in Mexico through franchises.

Scorecard



Chipotle

Chipotle Mexican Grill is an American chain of fast casual restaurants in the U.S., the U.K., Canada, Germany and France. It currently has more than 2,000 locations and also offers a mobile app that allows customers to place an order online for pickup at the nearest Chipotle location.



Clinique

Clinique was founded by The Estée Lauder Companies as the first dermatologist-created, prestige cosmetic brand. Sold in approximately 140 countries and territories, Clinique's offers products intended to enhance every skin type. The brand synchronizes in-store recommendations with shoppers' online profiles through store information cards, iPads, and monitors with information about the products available, as well as general advice.



The Container Store

The Container Store is a storage and organizational products retailer offering more than 10,000 solutions to simplify customers' lives, save space and, ultimately, save time. The Container Store has 90 locations across the United States, as well as an online business.

Scorecard



Costco Wholesale

Costco Wholesale, a global membership retail club, operates in several countries. The company sells products online, in-store and via its mobile app.

Crate&Barrel



Crate and Barrel

Crate and Barrel is a home furnishings specialty retailer. In addition to having a direct marketing division that services more than 90 countries, the company operates stores throughout the U.S. and Canada as well as international franchise locations and offers an online store with international shopping and shopping for customers around the world.



Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc., is an omnichannel sporting goods retailer offering an assortment of sports equipment, apparel, footwear and accessories. The company owns and operates Golf Galaxy, LLC, a golf specialty retailer and eCommerce websites and catalogue operations for both Dick's Sporting Goods and Golf Galaxy.

Scorecard



Dollar General

Dollar General, a discount retailer, has nearly 13,000 locations nationwide, and sells food, snacks, health and beauty aids, cleaning supplies, basic apparel, housewares and seasonal items. The merchant sells products online, in-store and through its mobile app.



Dollar Tree Inc.

Dollar Tree is a discount retailer that has more than 5,000 stores and 10 distribution centers in America and Canada. The company sells products in-store, online and via its mobile app.



Dsw Inc-CI A

DSW, Inc. is a footwear and accessories retailer offering brand name and designer dress, casual and athletic footwear and accessories for women, men and children. The company operates more than 480 stores in 42 states, the District of Columbia and Puerto Rico, as well as 362 leased departments for other retailers in the U.S. under the Affiliated Business Group. DSW also has an eCommerce site.

Scorecard

EXPRESS



Express

Express currently operates more than 600 retail and outlet stores with over 16,000 associates, located primarily in shopping malls, lifestyle centers and street locations in the U.S., Canada, Latin America and the Middle East. Merchandise is also available on the company's eCommerce website.

FAMILY DOLLAR



Family Dollar

Family Dollar is a discount retailer that sells products at more than 8,200 stores in America. The company sells products in-store, online and via its mobile app.

FINISH LINE



Finish Line, Inc.

Finish Line, Inc. is a retailer of athletic shoes, apparel and accessories. The company holds approximately 970 Finish Line-branded locations, primarily in U.S. malls, as well as shops inside Macy's department stores. Online shopping is available at its webpage and via Macy's.com, and mobile shopping is also available. The Finish Line app, which also allows customers to earn loyalty points, offers a store location finder and additional product information.

Scorecard

five BELOW®



Five Below

Five Below is a retailer with 440 stores in 27 states. The company, aimed at teens, pre-teens and their parents, sells products in several different in-store “worlds,” including Candy, Crafts, Now, Party, Room, Sports, Style and Tech. The company sells products online, in-store, and via the mobile app.



Foot Locker Inc.

Footlocker is a footwear and sportswear retailer that has leveraged its sturdy supply chain infrastructure to power its omncommerce strategy, which lays special emphasis on providing its customers complete visibility into its product inventory and releases.

FOSSIL



Fossil

Fossil Group is a design, marketing and distribution company specializing in lifestyle accessories. Under a portfolio of owned and licensed brands, its offerings include fashion watches, jewelry, handbags, small leather goods and wearables. Its owned brands include Fossil, Michele, Misfit, Relic, Skagen and Zodiac. The company has extensive wholesale distribution network across 150 countries and in more than 600 retail locations, along with an eCommerce website and mobile app.

Scorecard



Fragrance Outlet

The Fragrance Outlet, Inc., owns and operates more than 100 Fragrance Outlet and Designer Fragrances stores, as well as an online store that offers shopping and shipping to international customers.



Fry's Electronics

Fry's Electronics, founded as a Silicon Valley retail electronics store for high-tech professionals, now sells more than 50,000 electronic within each of its 34 stores. The company also provides customers with online shopping via its website.



NEW

Gamestop Corp-A

GameStop owns a group of specialty retail brands specializing in consumer electronics and technologies. It operates more than 7,500 stores in Europe, Canada, Australia and the U.S., and sells products via an online store.

Scorecard



Gander Mountain

Gander Mountain operates a retail network of more than 160 stores for hunting, fishing, camping and marine products and accessories. Gander Mountain is an integrated multichannel retailer offering retail, catalogue and internet sales.



Gap Inc. (Gap)

Gap Inc. is a global American clothing and accessory retailer. The company operates about 3,700 stores worldwide, including 400 franchise stores. Some of its omnichannel offerings include, "find in store," "reserve in store," and "ship from store" among others.



Gap Inc. (Old Navy)

The clothing and accessory retail chain is owned by Gap Inc. Since 2014, the company has been increasingly relying on implementing omnichannel tools to improve upon its struggling sales.

Scorecard



GNC Holdings, Inc.

GNC Holdings Inc. is focused on the retail sale of health and nutrition related products, including vitamins, supplements, minerals, herbs, sports nutrition, diet and energy products. GNC has more than 6,000 stores in the U.S., including 1,100 store-within-a-store locations within Rite Aid and locations in 49 other countries. Additionally, GNC LiveWell currently has 41 stores located in Brisbane, Sydney and Melbourne, Australia. GNC products are sold on GNC.com and drugstore.com.



Gordmans

Gordmans is an American retailer that sells brand-name items and apparel at discount prices. The company operates 103 stores in nearly two dozen states and offers an online shopping site.



H&M

H&M is a Swedish fashion retailer. In 2015, it added nine European countries for online selling. It also made a recent eCommerce push that included an updated website and steps to connect its web and mobile assets with its stores.

Scorecard



Hannaford

Hannaford Supermarkets operates 188 stores in Maine, New York, Massachusetts, New Hampshire and Vermont. Hannaford To Go is its buy-online-pick-up-in-store services, currently available in more than 25 locations.



Hollister

Hollister Co. is an American lifestyle brand owned by Abercrombie & Fitch Co. It offers authentic California casual wear, with goods available in-store at 578 locations and through the company's website.



Home Depot Inc.

Home Depot is a home improvement supply chain that clocked \$4.7 billion in sales in fiscal year 2016 marking a 25 percent year-over-year growth. The company credited its efforts to interconnect its digital platform with brick-and-mortar stores as a major factor fueling its growth.

Scorecard

HOUSE OF FRASER SINCE 1849



House of Fraser

House of Fraser brand has a portfolio of 59 stores in the U.K. and Ireland, as well as a rapidly growing web-store, two small Houseoffraser.com concept stores. Its recent omnichannel solutions include an app for multi-channel shopping, buy and collect service and beacons.



Hush Puppies®



Hush Puppies

Hush Puppies is an internationally-marketed American brand launched in 1958 and offering casual shoes. Hush Puppies continues to innovate today, bringing technical expertise and style to more than 150 countries.



Ikea

The Swedish furniture maker has built upon its omnichannel strategy with tools that allow its in-store customers to look up products and their rates online by entering serial number on their mobile device.

Scorecard

JCPenney



J.C. Penney Co.

The clothing retailer is increasingly focusing on its omnichannel strategy to revive its overall sales. Last year, the company hired Mike Amend as its new executive VP of omnichannel to enable its brick and mortar stores and eCommerce offerings into providing one seamless shopping experience.

JOANN

fabric and craft stores®



JOANN

JOANN, a fabric and craft retailer, owns and operates 865 storefronts across 49 states and an eCommerce business.

John Lewis



John Lewis

John Lewis is an omnichannel consumer goods retailer in the U.K. with 49 John Lewis shops and a growing online business at johnlewis.com.

Scorecard

kate spade NEW YORK



Kate Spade & Co.

Kate Spade offers a range of products including handbags, clothing, jewelry, fashion accessories, fragrances, eyewear, shoes, swimwear, home decor, desk accessories, stationery, tabletop items and gifts. The company operates more than 140 retail shops and outlet stores across the U.S., more than 175 shops around the world and an online store. All told, Kate Spade's products are sold in more than 450 stores worldwide, in every time zone and on every continent.

KOHL'S



Kohl's Corp.

The department store retail chain has added on its omnichannel offerings with nation-wide rollout of services like buy online, pick up in store (BOPIS) and options like ship from store. Since late last year, the company has been experimenting with same-day delivery and has also made it available to in several cities across the U.S.



Kroger (QFC)

Kroger is one of the largest supermarket chains in the U.S. As part of its omnichannel strategy, the company offers personalized shopping experience services such as order groceries online and pick them up at local store, customized coupons, mobile shopping and product delivery.

Scorecard

LANCÔME
PARIS



Lancôme

Lancôme is a French luxury perfume and cosmetics designer. Lancôme is part of the L'Oreal Luxury Products division and offers skin care, fragrances and makeup. The company makes personalized offers through online profiles created by customers combined with its expertise in what products work with what skin types, as well as current local trends.

LANDS' END



Lands' End Inc.

Lands' End is a source of apparel and gear for women, men, kids and the home – sold by catalogue, online and at over 200 Lands' End shops at Sears.

**VICTORIA'S
SECRET**



Limited (Victoria's Secret)

Victoria's Secret is the largest American retailer of lingerie, womenswear and beauty products. The company is pushing to further improve on its omnichannel strategy as it looks into enhancing its digital offerings. The company is reportedly cutting 200 jobs at its headquarters as it parts away from catalogs.

Scorecard



Lowe's

Lowe's is a home improvement company serving more than 17 million customers a week in the U.S., Canada and Mexico. Lowe's has more than 2,355 home improvement and hardware stores and also runs an eCommerce site.



Lumber Liquidators

Lumber Liquidators is a retailer of hardwood flooring in the U.S. The company sells products online, in-store and via its mobile app.



Macy's Inc.

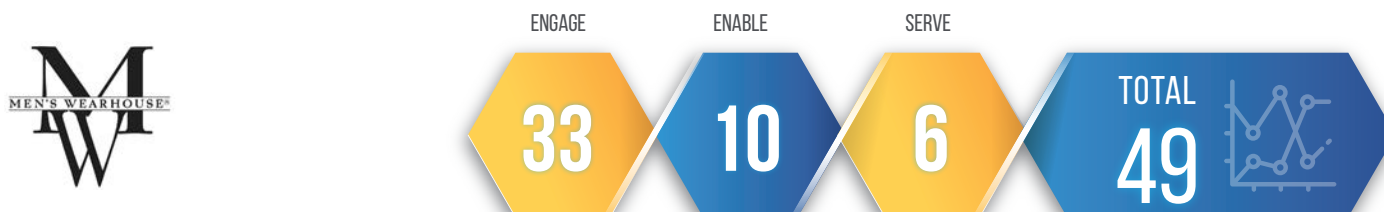
The Cincinnati, Ohio based department store chain operates in 850 department stores in the U.S. and its surrounding territories, and reported over \$27 billion in sales in fiscal year 2015. The retail chain's succeeding CEO Jeff Gennette, who will take up the position in first quarter of 2017, has said, the company's new focus would be on driving its omnichannel customer engagement.

Scorecard



Menards

Menards, which launched in 1958, operates more than 280 stores nationwide. The home improvement retailer makes sales through multiple methods including at its stores, online and through its mobile app.



Men's Wearhouse

Men's Wearhouse is a specialty men's apparel retailer with 1,133 brick-and-mortar locations throughout North America. The company also offers its products through its webpage, and its "Find-It" app is used on iPads by in-store employees to search company-wide inventory for shoppers.



Michael Kors

Michael Kors Holdings Limited is a global luxury fashion company known for watches, handbags and other accessories. The company owns and operates about 550 stores and more than 1,500 in-store boutiques, along with flagship websites, in several countries.

Scorecard



Michael's

The art supply retailer has over 1,262 stores in North America and reportedly saw \$4.7 billion in sales in 2014. The company has so far focused on building its omnichannel strategy exclusively for its web and in-store platform.



Microsoft

Microsoft is an American multinational technology company that does business in 170 countries. The company develops, manufactures, licenses, supports and sells computer software, consumer electronics, personal computers and services. It offers its products online and in-store.



Neiman Marcus

The Neiman Marcus Group operates 41 Neiman Marcus Stores across the United States and two Bergdorf Goodman stores in Manhattan. The company also operates 30 Last Call clearance centers. Neiman Marcus Direct, its direct-to-consumer business, conducts both print catalogue and online operations under the Neiman Marcus, Horchow and Bergdorf Goodman brand names.

Scorecard

NEW YORK & COMPANY
nyandcompany.com



New York & Co

New York & Company, Inc., is a specialty women's fashion apparel and accessories retailer. The company's proprietary branded merchandise is sold through its national network of more than 400 retail stores and online via its eCommerce store.

NORDSTROM



Nordstrom Inc.

Nordstrom, which has been operational for more than 100 years, runs 329 stores between the U.S. and Canada. The fashion specialty retailer offers products through its physical locations, online and via its mobile app.

OASIS



Oasis

Oasis operates over 400 stores and concessions in 25 countries. It also offers online and social media-based sales.

Scorecard

Office DEPOT.



Office Depot Inc.

Office Depot, which first opened in Florida in 1986, runs about 1,800 stores globally. The office products and services retailer has nearly 50,000 employees and generates revenue in-store, online and via the mobile app.

P A C S U N



Pac Sunwear Cal

Pac Sun is a clothing retailer offering items for young men and women. The company operates approximately 600 stores across the U.S. and an eCommerce store.



Pep Boys

Pep Boys is an automotive aftermarket retail chain selling parts and services at more than 800 stores nationwide. The company sells products in-store, online and through its mobile app.

Scorecard



PetSmart

PetSmart is a pet retailer of services and solutions for pets. The company operates more than 1,500 pet stores in the U.S., Canada and Puerto Rico, as well as more than 200 in-store PetSmart PetsHotel dog and cat boarding facilities. Its portfolio of digital resources for pet parents includes PetSmart.com, PetFoodDirect.com, OnlyNaturalPet.com, Pet360.com, petMD.com, Pawculture.com, AllPaws (an online pet adoption platform) and BlogPaws, a pet blogger and influencer network.



NEW

Pier 1 Imports

Pier 1 Imports offers home décor and furnishings. It has an eCommerce store and boasts brick-and-mortar retail locations throughout the United States and Canada.



Pottery Barn

Pottery Barn is a home furnishings retailer in the U.S. that operates over 200 stores, a direct-mail business that distributes over 140 million catalogs a year, and an eCommerce website. It also features augmented reality in its mobile app.

Scorecard

REBECCAMINKOFF



Rebecca Minkoff

Rebecca Minkoff offers ready-to-wear, handbags, accessories and footwear and is distributed in over 900 stores worldwide, with innovative tech-forward boutiques in New York and San Francisco and international outposts in Hong Kong, Tokyo, and Seoul. The company has created an interactive store at its flagship location in SoHo with RFID tags in the clothing trigger informational videos and further recommendations in the dressing room mirrors.



REI

Recreational Equipment, Inc., commonly known as REI, is an American retail and outdoor recreation services corporation. The company operates 149 retail stores in 36 states. It also receives orders via catalogs and the internet.

RESTORATION
HARDWARE



Restoration Hardware

Restoration Hardware is a luxury brand in the Home Furnishings marketplace. Its business is fully integrated across multiple channels of distribution, consisting of stores, catalogs and websites. The company positions its stores as showrooms for the brand, while catalogs and websites act as virtual extensions of stores.

Scorecard



Ridley's Family Markets

Ridley's Family Markets is an Idaho-based, family-owned chain of grocery stores. The company offers a loyalty program that features customizable shopping lists, reward points, and email delivery of weekly ads.



Rite Aid Corp.

Rite Aid Corporation is a drugstore chain with more than 4,600 stores in 31 states and the District of Columbia. Its loyalty program has more than 50 million unique registered users. The company is remodeling and remerchandising its stores at a rate of about 500 locations per year.



Ross Stores, Inc.

Ross Stores is a Fortune 500 company operating more than 1,270 stores in 34 states, Washington, D.C., and Guam. Consumers can make purchases online, in-store and via the mobile app.

Scorecard

rue21®



rue21

rue21 is a specialty fashion retailer that operates through 1,100 shopping mall, outlet and strip center stores in 48 U.S. states as an eCommerce site. The company is currently planning to close approximately 400 storefronts.

SAFEWAY



Safeway

Safeway, which has more than 1,300 retail stores, offers groceries across the U.S. The company sells products via in-store, online and the mobile app.

SALLY BEAUTY



NEW

Sally Beauty

Sally Beauty Holdings is a distributor of professional beauty supplies. The company operates an eCommerce store and more than 4,500 stores worldwide.

Scorecard

Samsonite



Samsonite

Samsonite is a travel luggage manufacturer and seller with products sold in more than 100 countries in Asia, North America, Europe and Latin America. The company makes use of a variety of wholesale distribution channels, including company-operated retail stores and eCommerce.

Saks Fifth Avenue



Saks

The retail giant is currently focusing on making several of its exclusive in-store shopping experiences available online. As part of its omnicommerce strategy, the company is working on connecting its merchants with online stylists that handpick merchandise for customers over live-chat and emails.

sears



Sears Holdings

The department store chain currently operates over 700 stores in the U.S. The company has a dedicated omnichannel program called "Shop Your Way," which provides in-store and curbside pickup to its customers.

Scorecard

SEPHORA



Sephora

Sephora is a French cosmetics chain owned by luxury conglomerate LVMH. The brand offers makeup, skincare, body, fragrance, nail color and haircare products via more than 750 stores in 21 countries. It also offers an online store, available in nine countries.



Sierra Trading Post

Sierra Trading Post is a discount retailer offering outdoor gear, shoes, clothing, accessories and home furnishings. It has 12 brick-and-mortar retail stores and an online store.



Staples Inc.

Staples opened in 1986, has more than 2,000 stores worldwide. The office supply retail chain generates revenue through various channels including at its brick-and-more stores, online, catalogues and mobile app.

Scorecard



Starbucks

Starbucks Corporation is an American coffee company and coffeehouse chain with around 24,000 locations worldwide. Its mobile app enables customers to accumulate rewards, provides location-enabled Starbucks retailers and allows the purchase of gift cards, food and beverages.



Steve Madden

In addition to marketing products under its owned brands, fashion industry company Steven Madden, Ltd. is the licensee of various brands, including Olsenboye for footwear, handbags and belts, and Superga and I.e.i. for footwear. The company designs and sources products under private label brand names for various retailers. Its wholesale distribution includes department stores, specialty stores, luxury retailers, national chains and mass merchants, operating 124 retail stores and three eCommerce stores.



Stop & Shop (Ahold)

Stop & Shop is a grocery store with over 375 locations throughout New England, New York and New Jersey. Its sells its products at brick-and-mortar locations, online and via mobile devices. The company's mobile application allows customers to scan groceries and shop via an iPhone.

Scorecard



The Tile Shop

The Tile Shop is a specialty retailer of manufactured and natural stone tiles, setting and maintenance materials, and related accessories. The company is U.S.-based, with 123 showrooms nationwide. In-store and online, its Design Studio offers a collaborative platform to create customized 3-D design renderings to scale.



Tillys, Inc.

Tillys is a specialty retailer of West Coast-inspired apparel, footwear and accessories, with a wide assortment of brands rooted in action sports, music, art and fashion. Tilly's operates 225 stores in 33 states and online via its website.



Tiffany & Co.

Tiffany & Co., the New York City-based luxury good retailer, has laid special emphasis on using social media as an important element of its omncommerce strategy. The company reportedly has one of the highest user engagement rates on social media platforms such as Facebook, Twitter and Instagram.

Scorecard



Tractor Supply

Tractor Supply, which operates roughly 1,500 stores nationwide, was founded in 1938. The home improvement and agricultural retailer generates sales through multiple channels, including its website, mobile app, catalogue and at brick-and-mortar locations.



True Value

True Value Company is a hardware retailer with more than 4,500 independently owned retail stores and thousands of trading partners. The company sells products via its mobile app, online and in-store.



Tuesday Morning

Tuesday Morning is a multichannel retail chain specializing in closeouts of medium- to high-end name-brand gifts, , home furnishings, housewares, luggage, toys, seasonal items, gourmet food and fashion accessories for men, women and children. It has approximately 800 stores operating in 43 states. The company also creates online experiences for consumers that focus on providing shopping information or promotional information.

Scorecard



UGG

UGG is a boots manufacturing company and retailer. Its omnichannel initiatives include Infinite UGG, enabling in-store sales associates to help customers view and purchase products in-store, and Magic Carpet RFID technology in select test stores, which provides product information.

URBAN OUTFITTERS



NEW

Urban Outfitter

Urban Outfitters is an American clothing merchant. It currently operates an eCommerce store, mobile shopping app, mobile-based loyalty program and roughly 200 storefronts across the United States, Canada and Europe.



Vitamin Shoppe

The Vitamin Shoppe, founded in 1977, runs more than 700 stores in the Canada, Puerto Rico and the United States. The company sells products in-store, online and via mobile.

Scorecard



Walgreens Boots Alliance



Walgreens Boots Alliance, Inc.

Walgreens Boots is an American drugstore chain that operates more than 7,500 stores nationwide. The company sells products online, in-store and through its mobile app.



Wal-Mart Stores

Walmart is a global retail corporation that operates over 6,000 stores globally. The company is rapidly improving upon its omncommerce strategy to increase its market share in the U.S. and elsewhere as it competes with eCommerce giants like Amazon.



West Marine Inc.

The outfitter of recreational boating products and gear was founded in 1968 and currently operates nearly 300 stores. The company sells more than 75,000 products online, in-store and through its catalogue.

Scorecard



NEW

Williams-Sonoma

Williams-Sonoma, Inc. is a home furnishings retailer. It currently operates an eCommerce store, a retail catalog and brick-and-mortar retail locations in the U.S., Canada, Puerto Rico, Australia and the U.K.



Zumiez

Zumiez operates clothing and retail stores in the U.S. and Canada. The company sells clothing, footwear, accessories, DVDs and skate and snowboard accessories. It also offers products through its online store.

ABOUT

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SUGGESTED READING



The PYMNTS.com [Omni Usage Index™](#) is designed to measure consumer satisfaction with both in-store and online omnichannel features. The Index gauges the experiences of more than 2,000 consumers shopping at stores, including large merchant chains and small retail stores as well as online retail outlets.

The Index analysis combines online purchasing data with our survey data to build out the scale of consumer satisfaction.

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The latest Index features an interview with Drew Green, CEO of Indochino, discussing how the company has found omnichannel success despite an unconventional journey to get there.

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