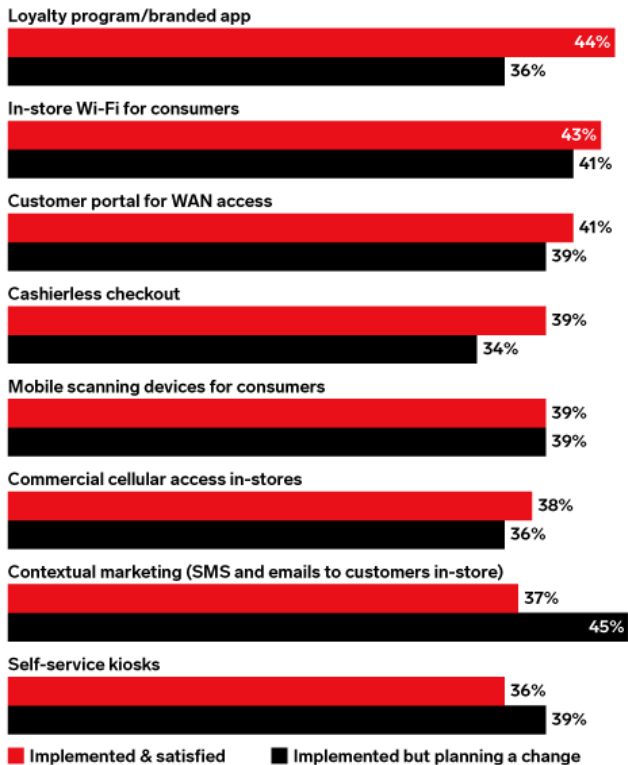


# Contextual marketing and Wi-Fi are where retailers say they want to change up in-store technology

Article

## Customer-Facing Technologies Used by US Retailers\*, Oct 2023

% of respondents



Note: responses of "budgeted project," "planned/not yet budgeted," and "no plans" not shown; \*98% of respondents have a US retail presence  
Source: Retail Systems Research (RSR), "The World is Connected: The Store Must Be Too," Dec 6, 2023

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**Key stat:** 45% of US retailers are planning a change to their contextual marketing strategies, which include sending SMS and emails to customers in-store, according to October 2023 Retail Systems Research data.

### Beyond the chart:

- Retailers also plan to make changes to their in-store Wi-Fi (41%), self-serve kiosks (39%), and mobile scanning devices for consumers (39%).
- Combining in-store shopping with digital technologies is a great way to help customers get more information on products while also keeping them browsing in-store.
- But retailers must be careful not to overcomplicate the shopping experience and ensure there's plenty of human help around for customers who want or need it.

### Use this chart:

- Prioritize updated customer-facing technologies in the new year.

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*Methodology: Data is from the December 2023 Retail Systems Research (RSR) report titled "The World is Connected: The Store Must Be Too." 114 US retail professionals were surveyed online during September-October 2023. 98% of the respondents worked for retailers with a presence in the US. All respondents worked for retailers with 2022 revenues over \$100 million.*