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## Bringing digital into the physical retail experience

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# Speakers



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# Key takeaways

## **1. Dismantle channel silos: Digital drives the in-store experience**

Mobile-first research, QR codes, app-based offers, and ecommerce-style experiences (like curbside pickup) now dictate physical retail. Customers no longer think in separate channels – so dismantle the silos.

## **2. Personalization fuels loyalty: Leverage connected data**

Unify purchase histories and customer data across all channels. Delivering context-aware rewards and offers dynamically in the store keeps modern shoppers engaged.

## **3. Payments should be invisible: Make checkout effortless**

The best payment experience is one the customer doesn't notice. Design transactions to be a smooth, friction-free extension of the customer journey, not a memorable hurdle.

# Thank you

- Don't forget to submit your session evaluation!
- Louis Taupin – Director, Sales | Checkout.com
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