



# Three Strategies for Creating Retail 'Stickiness'

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# INTRODUCTION

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## **sticky**

*(adj.)* When used in terms of a website, sticky refers to a site's ability to keep visitors on the site once they have navigated there or encourage the visitor to return frequently (i.e., the visitors "stick" to the site).<sup>1</sup>

# WEBSITES DESIGN FOR STICKINESS SO SHOULD RETAIL STORES

When you can create a retail environment that's rich in visual appeal, and so well thought out as to engage and accommodate customers through every step of their visit, customers will feel compelled to remain in the store for a long time and come back often. And the stickier your location, the greater the chance that customers are going to spend their money with you as opposed to looking around for other places to shop. Here we'll address three key steps today's retailers are using to create stickiness.



LG OLED Wallpaper  
55EJ5C 55" class

LG OLED Wallpaper In-Glass  
55EG5CD 55" class

# 1 ENHANCE YOUR BRAND IMAGE

A powerful way to enhance a retail brand image is to elevate the store environment with attention-grabbing visual technology. Customers will respond to and remember what they see throughout the store, and the right digital signage can make all the difference. The better it looks, the more successful the impact will be. And the better it integrates and operates, the more responsive the experience can be. Having the right technology and software matters and LG has it all.

From an artistic perspective nothing compares to LG OLED commercial displays. Lightweight, razor-thin and flexible, LG OLED commercial displays can create truly impressive installations that bring your space to life with their intense colors, perfect black and game-changing form factors.

LG OLED displays can blend seamlessly into the interior décor or become iconic elements of the architecture. They can be suspended, curved in a concave or convex manner and wrapped around a column. When used with moving content that mesmerizes customers with lifestyle images, product beauty videos and high-resolution graphics, LG OLED commercial displays can evoke the feelings you want your customers to associate with your brand.

**Consider all the places your customers might be throughout your store.** LG offers the widest range of innovative commercial displays to fit virtually anywhere, from the front window to the back wall and anywhere in between, all while making your brand look like a technology leader. Products like the LG Ultra Stretch UHD displays, for example, can go where no display has gone before, bringing pillars to digital life, acting as quick-change mannequins or serving as a touch-screen concierge. Other innovations such as LG's massive asymmetrical 4K video walls are a striking contrast from the ordinary and will draw customers from a distance with their awe-inspiring beauty.



## 2 SEND PERSONALIZED COMMUNICATIONS ON THE SPOT



LG commercial displays are available with embedded beacon and Bluetooth Low Energy (BLE) technology to enable individualized messaging to your customers. Beacons are small radio transmitters that continually send out signals looking for customers' smartphones that have the store's app and Bluetooth enabled. When the beacon detects one, it determines the customer's proximity to the display and then triggers the app to retrieve specific content from a web server. It can push the content to the phone or even directly to the display as the customer approaches.

The most effective types of messaging make the customer's immediate experiences easier and better. This can include welcome greetings, information about the products near the display, special offers and coupons, and product recommendations based on the customer's shopping history on the store app.

**That's not all Beacons can do.** They can enable customers to control the content on a nearby display via their smartphone. They can generate data including demographics about how customers move through a store, highlighting areas where people tend to dwell. They can also be used to create sales system metrics and help with analytics.

By embedding beacon technology in the displays, LG eliminates the need for retailers to place small, battery-powered beacon devices on the store walls, tables and shelves where they could be moved, damaged or accidentally discarded.

# 3

## EXTEND YOUR STORE WITH ENDLESS AISLES

Having a wide assortment of products is critical to the success of a retail operation. Unlike an online store though, bringing every model, color and variation onto the retail floor may not be feasible, especially when trying to create an environment that stands out while maximizing sales per square foot.

Digital signage excels at making the most of the retail sales floor. It can enable customers to view the entire inventory on a big, beautiful screen where text reads clearly and colors pop. Retailers can then carry strategic items in the store and use the displays to show everything else that is available in what is called an endless aisle. By combining digital signage with touchscreen overlays and services like dropship, retailers can bridge the gap between online and in-store and create a very effective self-serve shopping experience. Endless aisles enable retailers to accommodate their customers every time they visit, transforming the store into a favored retail destination.

**Create endless aisle experiences that cannot be had online**, by using interactive software and a touchscreen overlay. In a furniture store, for example, a display can be placed in a showroom to provide product information, fabric choices and related accessories. It can also give the customer the opportunity to upload a picture of their living room, add a couch, change the color and add other pieces. The customer can be pleasantly occupied viewing hundreds of pieces of furniture in their virtual living room, and design their living room on the big screen, or even a video wall.

The same idea can be used to create endless racks and shelves. An example would be to integrate a video camera on top of a display in an eyeglass/sunglass store. A customer could then sit comfortably in front of the display, see themselves on the screen and virtually “try on” hundreds of styles with the touch of a button.



LG OLED Dual-View Flat Display  
55EH5C 55" class

# CONCLUSION: A LESSON FROM FLAGSHIP STORES

Major brands are spending millions of dollars to create flagship stores—larger retail environments that serve a different purpose than just selling product. These iconic stores are more involved in creating a relationship with the customer that solidifies the brand image, connects with the customer and creates loyalty. LG is with brands every step of the way, helping them make the most of their commercial display deployment so customers won't forget what they saw.

LG offers that same expertise to retail stores of any size, shape and purpose. There isn't an area in a retail environment that cannot be fitted with LG display technology to create amazing customer experiences, all in the pursuit of greater retail stickiness. **Just Picture It.**



A. 86" Ultra Stretch Display - 86BH5C



A. LG OLED Video Wall - 65EV5C 65" class



A. LG OLED Open-Frame Curved Displays - 55EF5C 55" class  
B. LG OLED Dual-View Flat Display - 55EH5C 55" class



A. LG OLED Dual-View Flat Display - 55EH5C 55" class  
B. LG OLED Wallpaper - 55EJ5C 55" class





# WHY LG FOR RETAIL

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LG commercial displays offer many advantages for retail applications. From picture quality, form factors and sizes to installation, integration and management, LG leads the way in meeting retail needs and exceeding expectations.

- With LG's IPS (In-Plane Switching) LCD screen technology the angle of view doesn't affect the image quality. IPS is a leading advantage in retail since shoppers are on the move throughout the store.
- LG leads the way in innovative display form factors and can blend seamlessly into the décor, complement existing structures or become iconic elements of the architecture.
- LG commercial displays lead the way in connectivity, making an installation much more economical for systems integration. Feed the display any type of digital signal and it will daisy chain to whatever the output requires.
- LG's webOS™ for Signage platform is supported by a wide range of webOS software integrators in the U.S., eliminating the need for external media players.
- LG leads the way in fail-safe engineering. You can have webOS software playing through a LAN cable that uploads to 4 GB of usable storage on the display. Then set it up so that the display will feed from a USB stick as a backup. And have a standard video player attached to the back of the display as another backup. Newer versions of webOS also have the ability to point to a server that can download a file such as a video for digital signage content, and upload it to the display at a specific time when the store is closed.
- LG commercial displays use less electricity because they are air-cooled and require no internal fans. Fans increase power consumption, add bulk and pull in dust.
- LG's conformal coating protects the display's internal circuitry from moisture and airborne particulates.
- LG offers the widest selection of commercial displays with 4K UHD resolution.
- LG's Installation Quality Service (IQS) ensures that all displays are properly installed and color-corrected. Our commercial-grade warranties and post-sales support ensures low TCO and high ROI.

## ABOUT LG

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The LG Commercial Displays Division serves customers in the retail, lodging and hospitality, digital signage, systems integration, healthcare, transportation, food services, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Commercial Displays

Division delivers business-to-business technology solutions tailored to the particular needs and goals of business environments. LG is a 2016 ENERGY STAR Partner of the Year – Sustained Excellence, with numerous products on the EPEAT Registry. [lg.com/us/business/commercial-display](http://lg.com/us/business/commercial-display)