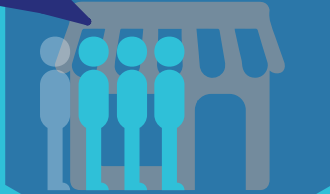


THE CASE FOR TABLETS

3 out of 4 consumers want more technology in stores.



TECH



And are more likely to visit stores where tech is part of the experience.

75% of customers have a better experience if they can self-serve using tablets.



Especially if staff are available to show them how to use them.

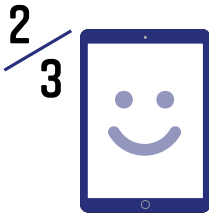
RETAIL FINDINGS



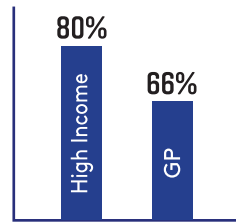
40% + want tech in brick & mortar retail to **price-check, find items, and redeem discounts/promos.**



Lo-fi tech users in particular want tech in retail stores to **price check (56%).**



Tablets becoming the norm: 2/3 of consumers have used Self-serve tablets or kiosks



High-income households have used tablets/kiosks in retail stores to **check prices, find items and inspect products** more than the general population.



Consumers prefer **self-serve (66%)**, but only a minority have seen sales-assisted tablets.



It needs to work! Almost **50%** of consumers just want tablets to work in-store (47%).

Data based on a 2017 survey of 1,000 U.S. consumers, commissioned by Bouncepad, the leading tablet engagement expert and inventor of the iPad Kiosk. Standout design and engineered to last, Bouncepads transform tablets into an engagement powerhouse for innovative organizations that want to connect with their community. To learn more, visit bouncepad.com.