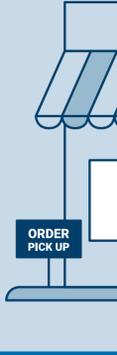


Omnichannel Fulfillment: Driving Success in Retail

The COVID-19 pandemic left many retailers scrambling to fulfill surging online orders while their shuttered stores sat fully stocked. But retailers with strong omnichannel fulfillment strategies easily shifted to meet online demand using store inventory, offering services like “buy online, pick up in store” (BOPIS), and ship-from-store.



Customer demand for flexible shopping options is here to stay. Retailers that do not adopt omnichannel fulfillment solutions will struggle to remain relevant.



The acceleration of omnichannel fulfillment



Retail **click-and-collect** (aka **BOPIS**) purchases more than doubled in 2020 to

\$72 billion.¹



A leading global retailer increased online sales by

95%

using store inventory to fulfill online orders.²



BOPAC sales are expected to increase by

15%

in the U.S., surpassing **\$83 billion.**³

RAIN RFID empowers omnichannel fulfillment



RAIN RFID can deliver **accurate, real-time inventory visibility**, allowing retailers to make every item available to all shoppers across every channel.

How RAIN RFID enables real-time inventory visibility:



1. Tag inventory

Inventory items are labeled with Impinj-powered tags. Impinj RAIN RFID tag chips are durable, low-cost, and suitable for all kinds of items.

2. Read inventory

Impinj-powered RAIN RFID readers are used to identify and locate items. Readers are available as handheld devices and can also be attached to cabinets and shelving or installed in fitting rooms and doorways.

3. See inventory

Enterprise business systems are connected with accurate, real-time inventory data for up-to-date insights into inventory availability across all locations.

Better results with omnichannel fulfillment



56%

of consumers said they plan to keep using **BOPIS in the future.**⁴



Omnichannel shoppers spend

15-30%

more per purchase and show strong brand loyalty.⁵



Selling down to the last unit

allows retailers to **maximize margins** while avoiding overstocks, out-of-stocks, and markdowns.

Unlock omnichannel success with RAIN RFID



To meet shifting customer demands and maintain high margins, retailers are finding efficient omnichannel fulfillment strategies are essential. Whether shoppers order online or buy merchandise in person, **real-time inventory visibility provided by RAIN RFID** is key to moving forward.

Ready to see how RAIN RFID can help your business?

www.impinj.com/contact-us

Impinj (NASDAQ: PI) wirelessly connects billions of everyday items such as apparel, medical supplies, and automobile parts to consumer and business applications such as inventory management, patient safety, and asset tracking. The Impinj platform uses RAIN RFID to deliver timely information about these items to the digital world, thereby enabling the Internet of Things.