

A hand is pointing at a document with a red pen. The background is blurred, showing a desk with a pen and a document. The text is overlaid on a white rectangular area.

**SAMSUNG SDS**

Internet of Things (IoT) Guide

# **A Guide to IoT's Impact on Retail Marketing and Analytics**

# Introduction

Gartner forecasts the number of Internet of Things (IoT) devices will grow to nearly 21 billion by the year 2020<sup>1</sup>. Connected devices will assuredly revolutionize the retail industry and provide more detailed analytics and insights into consumer behaviors both in-store and online.

IoT devices capture user data through the use of electronics, software, and sensors. Marketers can use this data to generate insights which help design an interactive experience that captures shoppers' attention.

As you read, we will highlight trends with IoT, retail marketing, and analytics to help you better shape your marketing decisions to create a first-class shopping experience.

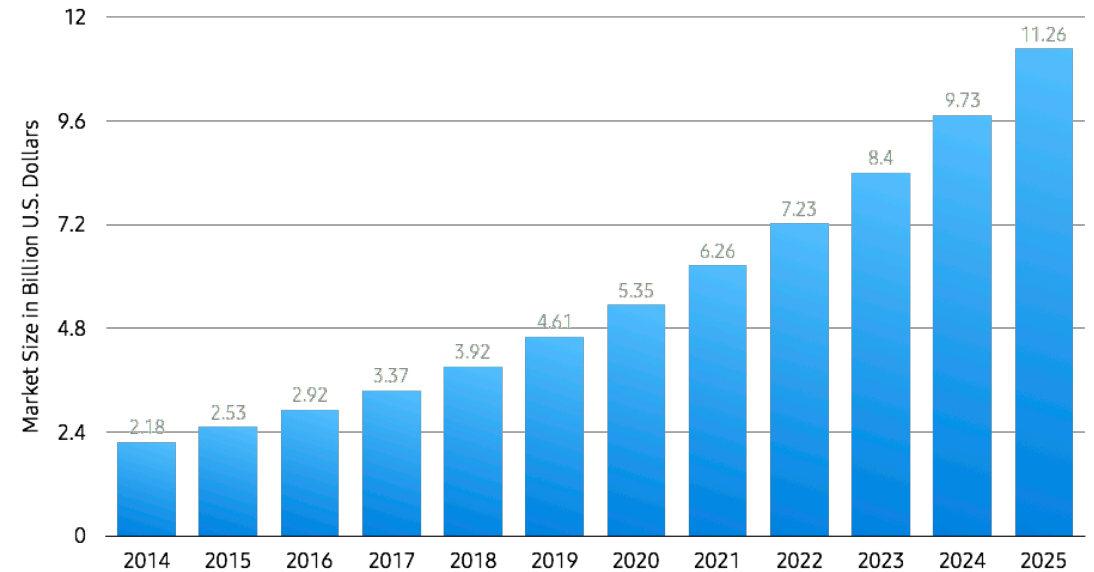


# The Market Size of IoT in Retail

The retail industry is beginning to see the power of IoT in connecting with consumers and gaining the insights necessary to improve the experience. Between wearables, RFID, and other technologies, IoT is seeing exponential growth and adoption within the retail market.

## Size of the Internet of Things (IoT)

in the U.S. retail market

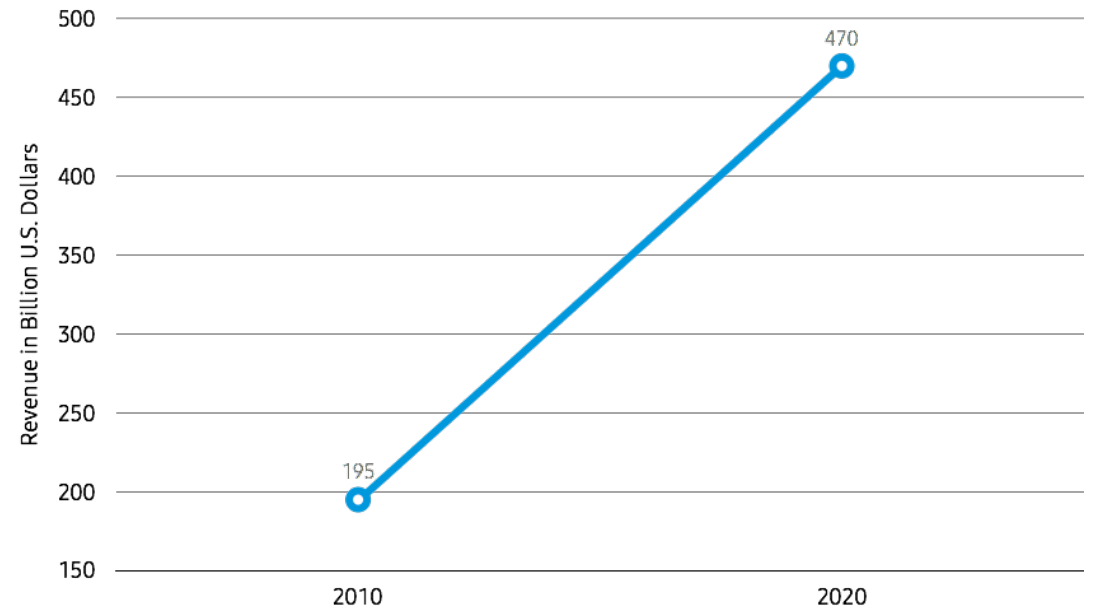


# The Market Size of IoT in Retail

The IoT industry is projected to reach \$470 billion dollars of revenue generated in the year 2020, more than double than what it was in 2015. This industry continues to grow, and its effects will undoubtedly be felt in retail. Marketers are already using connected devices to improve experiences and understand more about consumers.

[Click here](#) to download a CPG brand case study focused on the utilization of IoT technology to drive sales.

## Projected Global Market Revenue of IoT

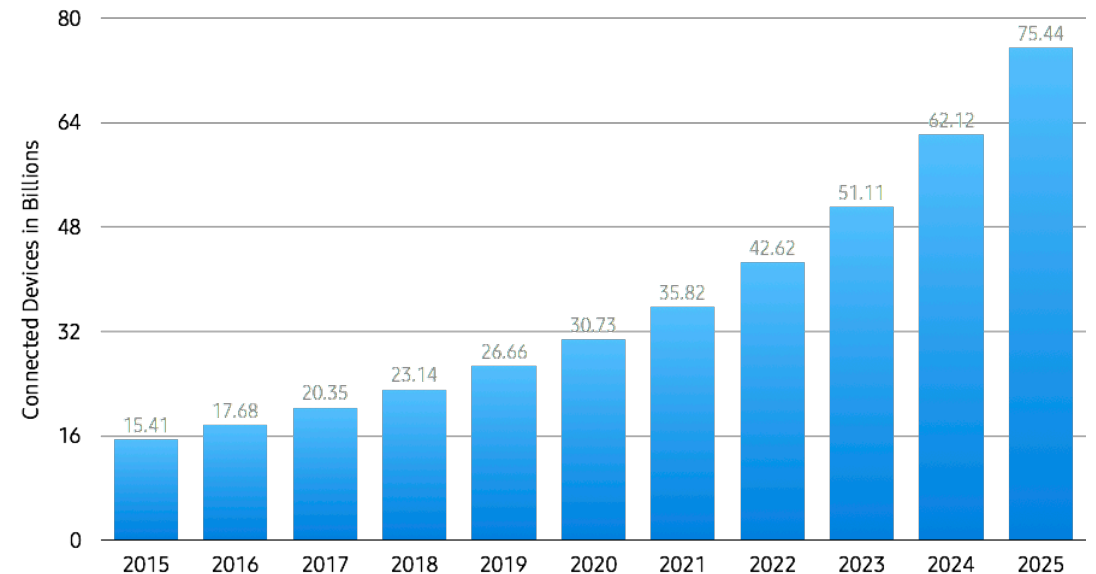


# Growth in Number of Installed IoT Devices

IoT connected devices worldwide will more than triple from this year to 2025. Connected devices can help retail marketers design in-store experience, pop-up shops, and online campaigns that cater to customer interests and needs.

[Click here](#) to download a CPG brand case study focused on the utilization of IoT technology to drive sales.

## IoT Connected Devices Worldwide

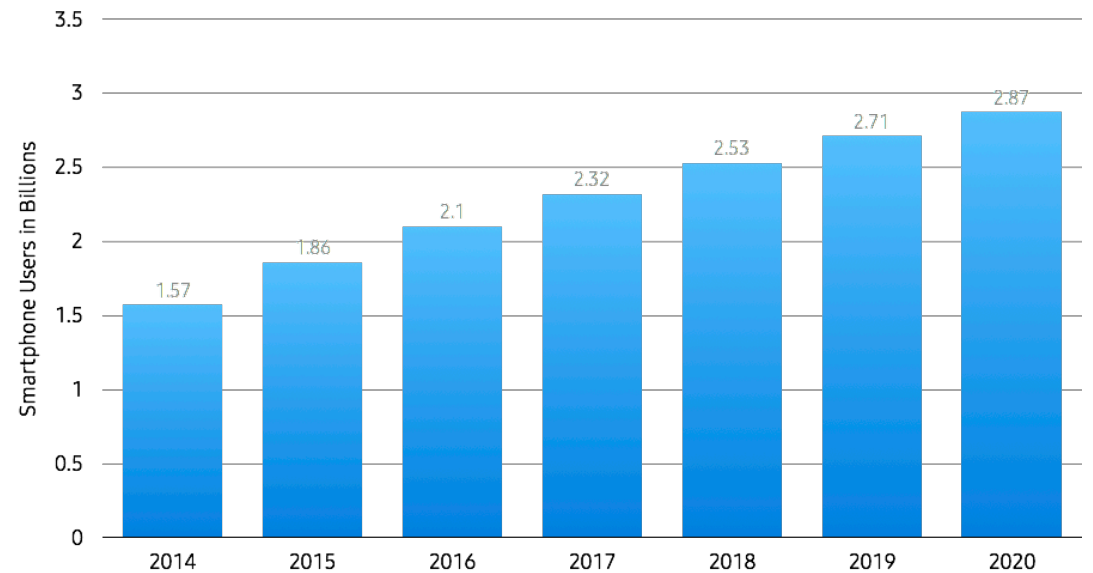


# Growth in Number of Mobile Smartphone Users

Today in 2018, over 36 percent of the world's population uses a smartphone, up from about 10 percent in 2011. The United States is also an important market for the smartphone industry, with around 223 million smartphone users in 2017. By 2019, the number of smartphone users in the U.S. is expected to increase to 247.5 million.

Mobile technology is often involved in the creation, retrieval, or storage of IoT data. The more mobile users your store interacts with, the more opportunity there is to execute an effective IoT strategy.

## Number of Smartphone Users Worldwide



# Takeaways for You

Internet of Things technology has positively impacted retail marketing in the following ways:

- Actionable Insights and Data
- Interactive Retail Experience
- Data-as-a-Service
- Pop-up Shops

Now you can showcase products beyond your store's walls. You have the insights to know what your customers want, when they want it, and how they want it. Using this information can improve your advertising and marketing efforts for more concentrated and improved results.

