

# **Retail digital platform strategy**

## **Modernize retail customer engagement with APIs**

eCommerce offers consumers new ways to interact with traditional retailers, resulting in changed consumer preferences – 63% of customers today would switch brands for a better connected experience, and 75% want personalized offers based on purchase history. Traditional retailers need to consider how to build a new digital retail platform strategy within their business models to engage with consumers and help maintain their competitive edge.

Read this whitepaper to learn:

- A 4-step strategy for retailers to build a retail digital platform strategy with APIs.
- The role APIs can play in optimizing consumer journey personalization and creating new revenue channels.
- How a leading fast food company created a unified consumer experience by adopting a platform-based business model.