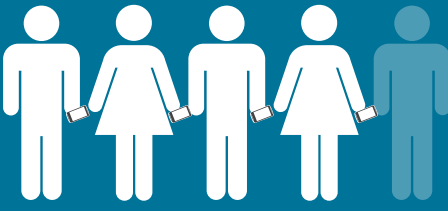


MAKE YOUR STORE THEIR STORE

When retailers transform how they engage with shoppers, they positively impact their in-store experiences. With **Zebra's MPact Platform for Mobile Marketing**, shopping is just as they want it—centered around them.



4 OUT OF 5 CONSUMERS
USE SMARTPHONES TO SHOP¹



¹ comScore, 2012

80%
OF SMARTPHONE OWNERS WANT MORE MOBILE-OPTIMIZED PRODUCT INFORMATION WHILE SHOPPING IN STORES²



² Moosylvania, 2013



\$689 BILLION
IN-STORE SALES DUE TO SMARTPHONE INTERACTION BY 2016.³

³ Deloitte, 2012

MPACT PLATFORM FOR MOBILE MARKETING
THE NEW RULES OF IMPACTFUL CUSTOMER ENGAGEMENT

