

White paper

Bringing a digital mindset to modern retail stores



Brick-and-mortar retailers are adopting a new approach to customer engagement, and it's through the same digital pathways that have driven e-commerce spending growth by about 7% annually, according to [Capital One Shopping](#). Physical retail spaces that incorporate the interactivity, optimization, analytics and convenience customers expect online are regaining a competitive edge, helping stores stay relevant, engaging and profitable.

Digital solutions, particularly high-impact displays, play a leading role in this shift. They enable immersive, memorable experiences that align naturally with today's digital-first behaviors, including social media. Hyper-personalization is a key factor, allowing retailers to connect more directly with individual shoppers and drive deeper engagement and interaction.

This matters more than ever. Customer experience research shows that retailers embracing hyper-personalization see higher conversion rates and stronger loyalty, with [International Data Corporation](#) reporting a 30% increase to the former. [Personalization](#) also helps retailers spend marketing dollars more efficiently by reducing the resources and time spent on broad campaigns and promotions that deliver lower returns.

Commercial displays, such as the [115" Supersized Signage QH115FX 4K Commercial Display](#) and the Samsung [QMC Series](#), further help transform physical space into experience centers that blend what customers love most about the hands-on and digital elements. Examples include lift-and-learn products that trigger on-screen

messaging, augmented reality try-on experiences, and emerging innovations such as [Spatial Signage](#), which turns 2D displays into dynamic, lifelike 3D imagery.

Together, these next-generation retail solutions can help attract more foot traffic, keep shoppers in stores longer, increase basket sizes and encourage repeat visits. This impact even multiplies when customers share their experiences online, creating [user-generated content \(UGC\)](#) that can be channeled back into physical spaces through displays to reinforce brand trust and loyalty. That is why embracing a digital mindset represents a significant opportunity for modern retailers to grow, compete and reclaim their position at the forefront of retail innovation. Here's how.

**30%**

Retailers embracing hyper-personalization report 30% higher conversion rates.

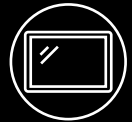
Key takeaways



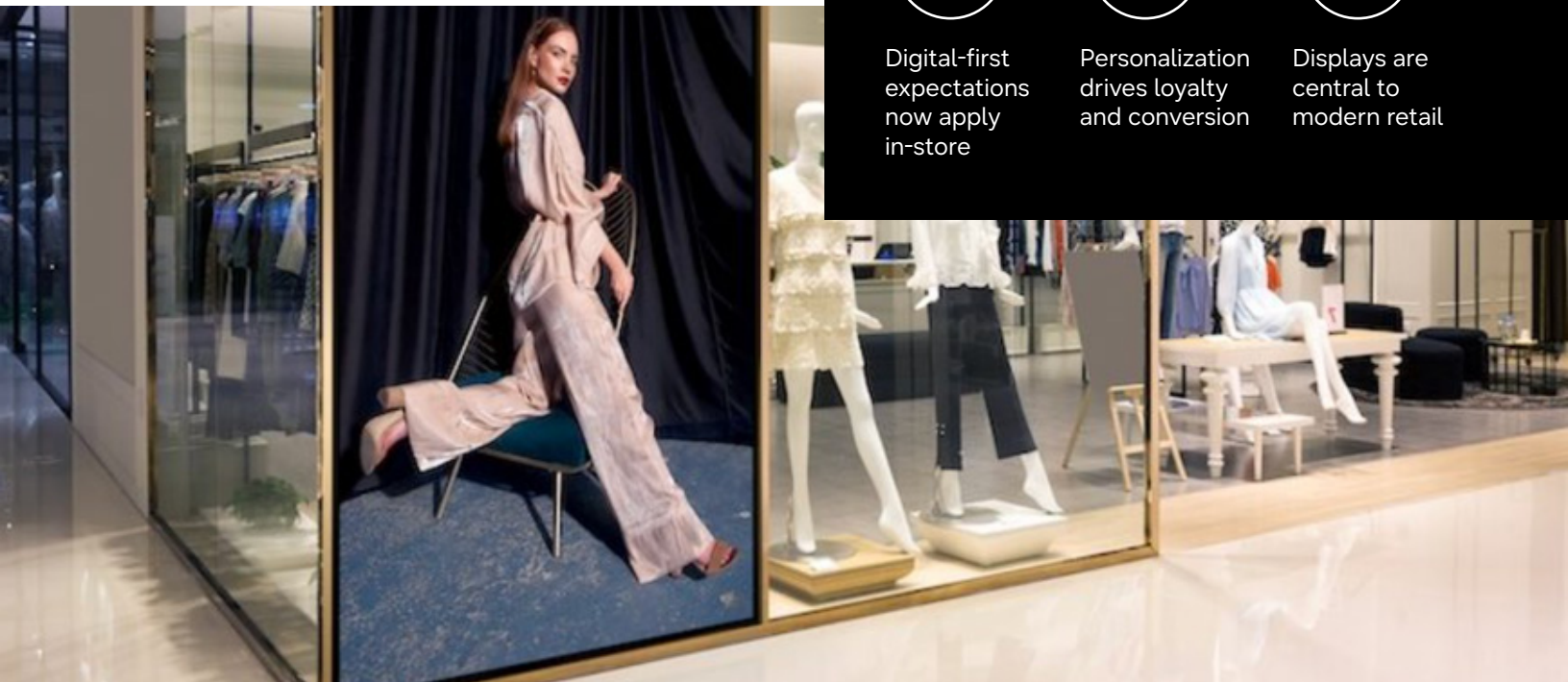
Digital-first expectations now apply in-store



Personalization drives loyalty and conversion



Displays are central to modern retail



Solutions: The key pillars of modern retail

Transforming a brick-and-mortar space into a next-generation retail environment rests on several core pillars:



Embracing omnichannel as a whole

Today's consumers expect simple, seamless shopping experiences across every channel they tap into including online, mobile and in-store. Just as important, those channels need to feel unified, not separate silos that require customers to repeat steps or re-enter information at each touchpoint.

An omnichannel Retail Media Network approach delivers consistent experiences for customers across physical and digital environments by blending online and in-store interactions. For example, shoppers can scan products in store to access instant digital reviews, product pairings and promotional offers, then turn that physical browsing into personalized follow-ups via email, social media, apps or other channels as they leave the store.

Samsung offers a range of solutions that support in-store omnichannel retailing, including:

- [Samsung VXT](#), a cloud-based content management system that allows retailers to create, organize and schedule content on retail screens. By centralizing control, VXT helps maintain consistency across locations and channels while enabling dynamic, visually compelling messaging through built-in templates and design tools.
- A broad portfolio of innovative display solutions designed to work together throughout the retail environment. From [storefront window signage](#) and [The Wall](#) to immersive signage and [ultra-thin displays](#), Samsung displays help retailers create cohesive visual storytelling at scale that capture attention and elevate the entire experience.
- Built-in Internet of Things (IoT) sensors within Samsung displays power interactive “lift- and-learn” experiences. When a shopper picks up a product, sensors can trigger relevant content on nearby screens, delivering contextual information at the moment of interest.



Analyzing and optimizing in-store foot traffic

Customer data is essential to delivering modern, personalized shopping experiences on any channel. Advances in AI-driven hardware and software now make it possible to understand in-store behavior with far greater precision, creating a clear picture of how consumers navigate physical retail environments. By analyzing how shoppers move through aisles and where they linger, retailers can make informed decisions about product placement, store layout and traffic flow.



Samsung partners with [FastSensor](#), which uses radio-frequency technology and AI to track how people move through retail stores. These insights translate directly into action, enabling retailers to:

- Evaluate the effectiveness of in-store digital marketing strategies and measure the ROI of the display deployments.
- Identify broader shopping trends and uncover opportunities to improve performance.
- Compare different store layouts and display placements to understand their impact on dwell time and conversion.
- Generate heat maps that reveal high and low traffic zones throughout the day, allowing retailers to adjust layouts, merchandising and display locations accordingly.
- Measure customer engagements with specific displays.
- Trigger targeted content when shoppers are near a display through an integration with Samsung VXT, delivering relevant messaging based on shopper proximity and traffic patterns.

Elevate your customer experience with smarter, more responsive and visually captivating digital interactions through the use of AI spatial analysis.



Dynamically promote overstock inventory

Retail modernization has also improved how retailers manage overstock inventory. Extra inventory can tie up cash, take up valuable space and often lead to costly markdowns. Displays make it possible to promote and move excess products in real time, using data tied to individual stock keeping units (SKUs).



Two common examples include:

1. SKUs that are nearing expiration or under-performing can be flagged through software rules to automatically appear on displays. This can help boost sales, reduce markdowns and minimize waste, particularly for perishable goods.
2. Using the same software logic, SKUs that are low or out of stock can be automatically pulled from on-screen content schedules, reducing customer frustrations caused by promotions for items that are no longer available.

Dynamic pricing, which is already common in online shopping, is further helping brick-and-mortar retailers manage overstock. When combined with foot traffic analysis and heat maps, retailers can also strategically place overstocked items in high-traffic areas to increase visibility and conversion.

These digital inventory management capabilities extend beyond the sales floor, too. By providing a more accurate, real-time view of inventory levels and sales flow, they support more efficient back-of-store operations and improve fulfillment for services such as buy online, pick up in store.



Extend in-store brand storytelling

Modern retail spaces do more than sell products; they tell a story. And when that story resonates, customers respond.

Commercial displays have become a primary driver for extending brand storytelling in physical stores. Retailers increasingly use them to go deeper on product narratives, highlighting materials, craftsmanship and sustainability attributes, or showing products in real-world use through UGC and testimonials.



Large-format displays amplify this impact by commanding attention and creating visual moments that stop shoppers in their tracks. Samsung displays like the [115" Supersized Signage QH115FX 4K Commercial Display](#) and [The Wall All-in-One 130"](#), a direct-view LED display designed for immersive storytelling, elevate brand narratives at scale. When placed strategically in store entrances, outside fitting rooms, in wayfinding points and in checkout areas, these displays help transform retail environments into visually compelling brand destinations.

Effective brand storytelling can also dovetail with where shoppers are in their journey. Content may change depending on whether customers have just entered the store or are deep in aisles making purchase decisions. It can also respond dynamically to external variables such as time of day, weather, seasonality and holidays, increasing relevance and emotional connection.

As retailers collect more data, digitally enabled retail environments provide clearer insight into how shoppers are reacting and responding to brand storytelling and where strategies can be optimized. Samsung VXT supports this evolution through integrations with partners such as Cielo, enabling AI-driven analysis of shopper behavior to support more targeted messaging and improved operational efficiency.



Social integration and local reviews

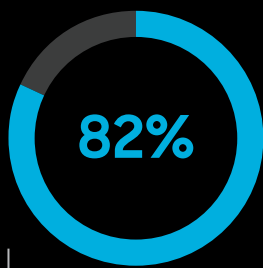
The shopping journey does not end at the purchase. It continues through satisfaction and advocacy, which is why social media and customer reviews play such a critical role in modern retail. In fact, [social commerce data](#) shows that 82% of consumers discover and research products on social platforms before making a purchase, and six out of 10 shoppers in the United States purchase products they have seen on social media.

Broadcasting these social media streams and positive reviews in the physical store strengthens brand perception and buyer confidence. This is why many retailers now integrate social media feeds, customer testimonials and other forms of UGC into in-store digital displays, using real-world validation to boost engagement, trust and sales.

Beauty brands, in particular, are [highly active in social commerce](#) due to the influence social media has on trend adoption and brand loyalty.

In-store displays extend this influence onto the retail floor in a multitude of ways, from showcasing authentic customer reviews to reinforcing brand credibility at key moments in the journey. At checkout, displays can reinforce purchase decisions and prompt customers to leave reviews, helping retailers capture value beyond the transaction and continue the engagement loop.

Samsung enhances these capabilities through a partnership with [Sprinklr](#), a unified customer experience management platform. It enables retailers to plan, deliver and analyze real-time social media content and promotions directly across Samsung retail digital signage solutions.



discover and research products on social platforms before buying.

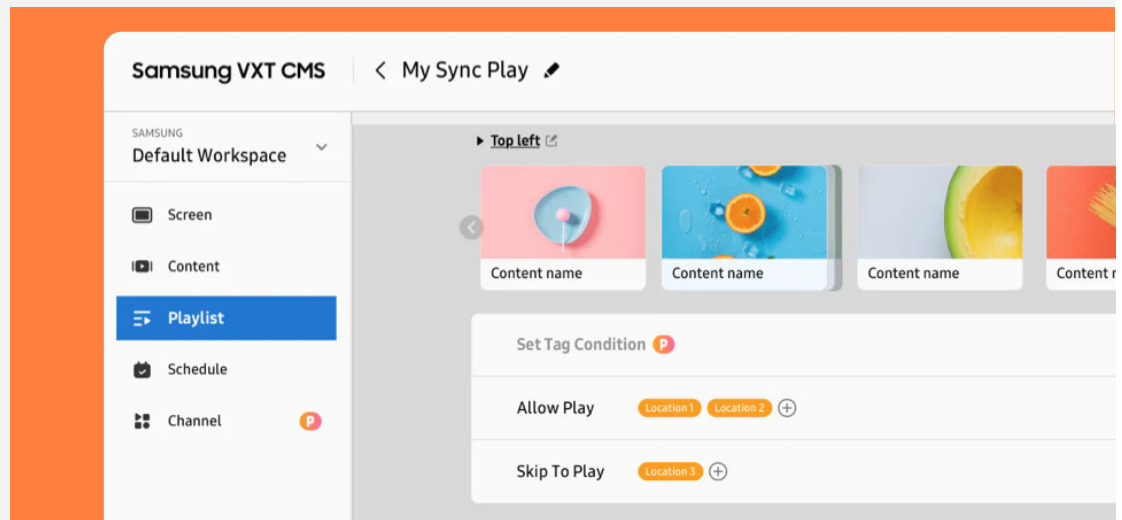




Centralized, self-monitoring solution

Effective, accurate and timely distribution of in-store digital media relies heavily on centralized management, particularly at scale. For large retailers operating hundreds of displays or smaller local retailers with a handful of displays, a centralized, self-monitoring solution is not optional; it's essential.

Samsung VXT is [designed to support these environments](#) through a single, centralized dashboard. Retail teams can update digital signage and interactive displays across multiple store locations in real time, without the need for on-site servers.



[VXT Canvas](#) extends this centralized approach to content creation, enabling those teams to craft promotional assets using pre-loaded design templates and intuitive drag-and-drop tools. Retailers can also upload creative developed by internal teams, brands and agency partners and deploy it seamlessly across the displays.

This flexibility helps with the rapid creation of sale banners, product highlights, seasonal messaging and special events that can adapt to changing conditions and opportunities. Retailers can even streamline operations by tagging content and screens using attributes such as store location, product category or campaign type. This enables schedules to be automatically matched to specific regions, stores or predefined conditions. Beyond content management, VXT Apps help retailers enhance the in-store experience by integrating value-added services such as Stingray Music, allowing businesses to easily deliver curated background music alongside engaging digital signage.

Equally important, VXT includes powerful remote monitoring and management capabilities. Retail teams can track screen performance in real time, adjust brightness, schedule power cycles and manage holiday shutdowns across their entire display portfolio. This ensures screens are always operating as intended, which matters because blank or malfunctioning displays do more than look unprofessional; they represent missed opportunities to engage shoppers and drive revenue.

In-store digital signage captures the retail revolution

Retail modernization is no longer optional for retailers who want to stay competitive. Today's in-store experiences must reflect the same agility, intelligence and responsiveness customers expect from digital-first channels. In-store digital signage helps close that gap by enhancing engagement, driving sales and enabling retailers to act on opportunity in real time.

More importantly, Samsung displays bring the agility, simplicity and seamlessness of online shopping onto the sales floor, attracting more shoppers and encouraging them to stay longer. Achieving this requires a connected ecosystem of digital signage solutions that work together to deliver consistent, data-driven, personalized experiences.



Beyond experience alone, commercial displays in modern retail deliver measurable business impact. By improving operational efficiency, supporting smarter merchandising and strengthening brand connections and storytelling, they help create in-store environments that drive repeat visits, stronger loyalty and sustained revenue growth.

Explore more [Samsung displays](#) to help transform your retail space and [contact](#) a digital signage expert today.



Checklist: Signs your retail store strategy needs a digital upgrade

If you recognize any of the following, your in-store strategy may be falling behind customer expectations:

- Online, mobile and in-store experiences feel disconnected
- Lack of clear data on foot traffic, dwell time or in-store engagement
- Current displays are static, siloed or slow to update
- Promotions run without real-time inventory awareness
- Overstock items are not reflected in on-screen content
- Brand storytelling ends at the shelf
- UGC lives outside the store
- Displays cannot be centrally managed or monitored at scale