Between August and December 2016, Aptos surveyed 100 eCommerce and Marketing executives to attempt to measure how leaders leverage technology to better engage their customers. The results highlighted several differences between the way the leaders engage their customers and the engagement strategies of those who are falling behind.

Here are the top 10 engagement strategies that set the leaders apart from those whom Pollak identifies as the top 100 Omni-channel technology leaders, organized by the four hallmarks of seamless omni-channel experiences:

1. **PERSONALIZED**
   - 83% engage customers via mobile channels.
   - 89% engage customers via social channels.
   - 70% personalize content and offers based on purchase history.
   - 56% personalize content and offers based on browsing behaviors.

2. **FLEXIBLE**
   - 67% have a near-real-time view of inventory across the entire enterprise.
   - 53% have the ability to drop-ship orders from vendors directly to consumers.

3. **AGILE**
   - 42% have implemented product-based rules for order brokering and fulfillment.
   - 29% have already implemented customer history and status-based rules for order brokering and fulfillment.

4. **UNIFIED**
   - They continue to prioritize improving cross-channel consistency of information (4.3 out of 5).
   - They are seeking even deeper personalization of interactions across channels (4.2 out of 5).

To learn more about how Aptos’ Singular Commerce platform helps 500 retail brands deliver Seamless Experiences, visit www.aptos.com.

Aptos commissioned Gatepoint Research to survey selected marketing and e-commerce executives to participate in this survey titled “Omni-Channel Engagement Strategies.” Candidates were invited via email and 100 executives responded. Management levels represented were predominantly senior decision makers: 8% hold the title CxO, 33% are VPs, 36% are Directors, and 22% are Managers. Responders work for firms with a wide range of revenue levels: 29% work in Fortune 1000 companies with revenues over $1.5 billion; 16% work in firms with revenues between $500 million and $1.5 billion; 15% work in firms with $250 million to $500 million in revenues; 40% work in companies with less than $250 million in revenues.