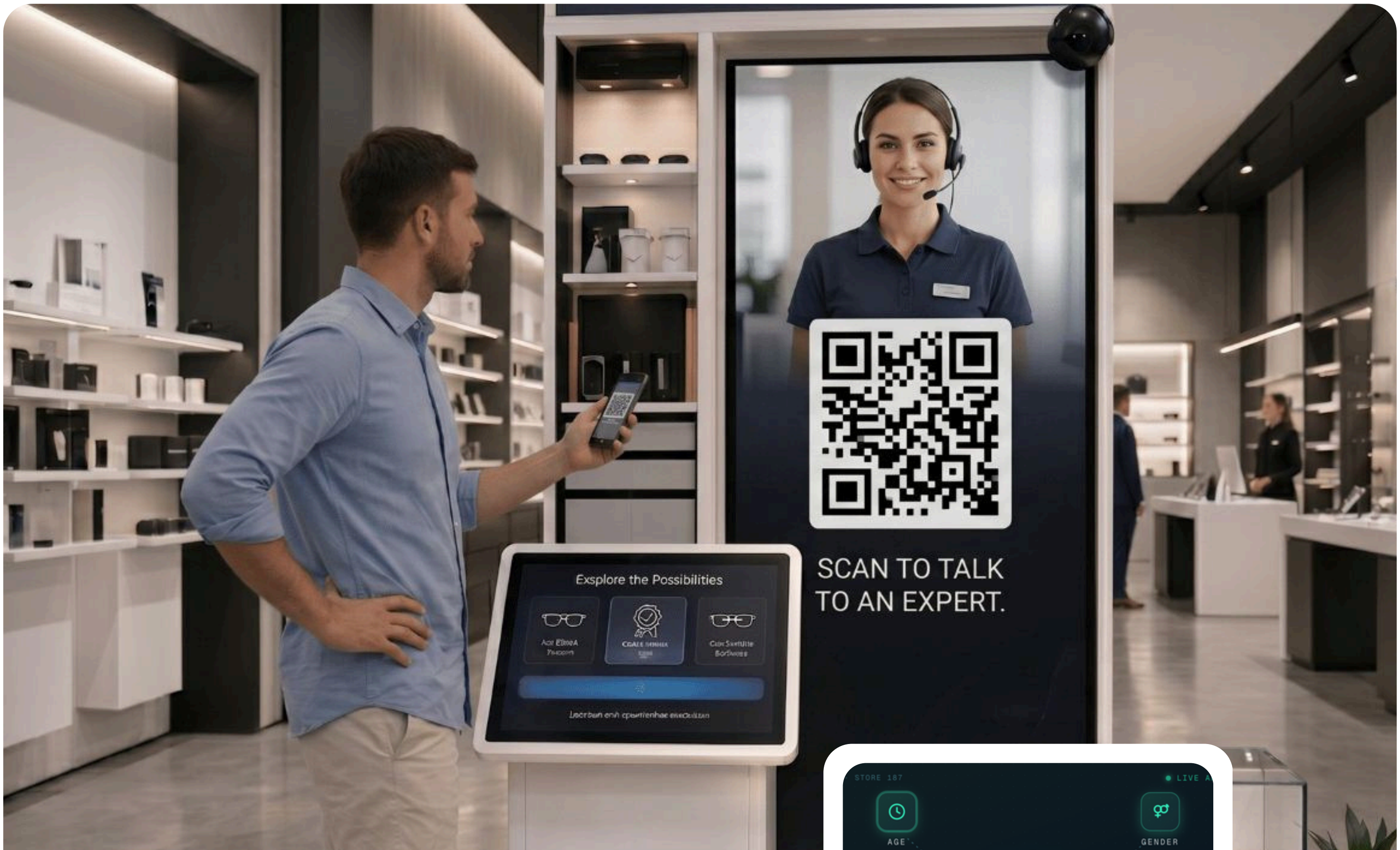

The Business Case for AI-Powered Experiential Retail

TURNING SHOPPER ENGAGEMENT INTO MEASURABLE REVENUE

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Introduction

Experiential marketing is a strategy that creates immersive, engaging and memorable brand experiences for consumers, encouraging them to interact directly with a product or service. It can be an invaluable tool for fostering an emotional connection to the brand.

Within this space, experiential selling has advanced for nearly 125 years, beginning with Coca-Cola's first sample coupons in 1886 and the Chicago World Fair's introduction of free samples from Wrigley's, Pabst and Cracker Jack to fairgoers in 1893.[1] Brands and sellers learned quickly that consumers who taste or touch products are much more likely to buy.

Today, particularly since the COVID lockdown, the category has evolved quickly. Myriad technologies are now emerging to advance customer engagement, including interactive retail displays, AI-driven personalization, digital commerce consulting and intelligent in-store analytics. Together, they strive to turn both physical and digital locations into connected, insight-led ecosystems.

From department stores to digital commerce to hybrid models, retail has evolved to meet customer desires and optimize selling results. As physical locations struggle to thrive, successful sellers recognize that today's customers visit stores to feel inspired, connected and part of something bigger. Experiences are becoming the new currency of customer engagement.

This report offers a perspective on what these changes mean to current retailers, brands, exhibitors and sellers and gives direct guidance on the ideal methods for mapping their investments in engagement technology to increase profit and sales.

The new operating system for the physical floor. *Engineered for hyper-growth.*

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The research is compelling

Customer experience pays. Bain & Company estimates that "beyond trade" activities currently account for 15% of retail sales and 25% of retailer profits, up from 10% in both categories in 2021[1]. This demonstrates that resellers increase revenue by generating value beyond traditional product transactions.

Likewise, Freeman's 2025 Trust Report shows that 77% of consumers have said their trust increased "somewhat" or "a lot" after interacting with a brand at a live event.[2] The study also reports that live-event brand interactions build trust in brand character across generations,[3] with the majority of respondents engaging with brands in live experiences, saying they trust the brand to keep promises, be honest and be good at what it does.

Digital shopping is increasing, but live engagement still matters most

MIT Sloan School of Management, citing Forrester, recently reported that physical retail accounted for almost 80% of global retail sales in 2025, with North America at 83.8% for physical-store sales in Q4 2024[1].

The Forrester study particularly notes the importance of Gen Z shoppers, whose desire for authentic marketing, a cohesive buying experience and a greater emphasis on experiences and memories than on purchase transactions is especially important for the success of brick-and-mortar stores, trade show exhibitions and selling from stands and kiosks at concerts and public events.

In addition to providing richer experiences, retailers are under greater pressure than ever to make stores smarter, not just prettier, and are responding at record speed: Deloitte's 2026 Global Retail Outlook found that 67% of retail executives expect to have AI-driven personalization capabilities within the next year, aimed at tailored experiences, targeted campaigns and adaptive loyalty programs[2].

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What's the true ROI for experiential selling?

This is the multi-billion-dollar question.

Research clearly demonstrates that experience-based selling drives trust and purchase intent. This is positive. But to justify retailers' investment in smart selling infrastructure and platforms, the results must be measurable as well.

While retailers' investment in enhancements to in-person selling space is significant and growing, the competitive field is, at best, fragmented.

The in-store digital advertising display market, which currently represents the most identifiable feature of experiential selling, was estimated at $4.59 billion in 2024 and is projected to reach $10.28 billion by 2033.[1] While this is significant growth in overall market size, the category, as currently defined, is largely display-led. This doesn't necessarily include the significant additional revenue potential from sales-enablement technology outside of digital signage displays.

In a nutshell, as the following table demonstrates, the current market is replete and even crowded with partial solutions, but surprisingly thin on integrated, ROI-accountable systems.

State of the Market for Integrated, ROI-Accountable Sales Systems

Category	What they offer	Current Limitations
Digital signage/interactive display vendors	Screens, kiosks, touch displays, content management	Often engagement-first, not conversion- or ROI-first
Retail media networks/in-store advertising	Monetized in-store attention	Often advertiser-focused rather than shopper-guidance or sales-enablement-focused
AI personalization platforms	Recommendations, loyalty, targeting, customer segmentation	Usually stronger online than in physical retail execution
Client/associate enablement tools	Sales-associate support, CRM access, customer profiles	Often dependent on staff adoption and disconnected from interactive shopper experience
In-store analytics/computer vision	Traffic, dwell time, heat maps, conversion analysis	Measures behavior but may not actively create guided selling experiences
AR/virtual try-on/ smart mirror tools	Immersive product visualization	Often category-specific and not a broader retail sales operating layer

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We need measurable ROI

There is an abundant need and market interest in increasingly better experiential selling.

But it is also clear that Retail's shift toward experiential commerce is not merely aesthetic. It also reflects the broader movement toward new profit pools, smarter physical environments and, most importantly, the need for more measurable customer engagement. These signals point to a market moving beyond displays and activations toward integrated, intelligent, ROI-accountable retail experiences.

The next era of experiential retail will not be defined by visual spectacle alone. Retailers will survive and thrive by connecting experience, personalization, associate enablement and measurable sales outcomes into a unified, practical operating model.

In a word, it succeeds on clear ROI.

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Introducing ELEVATE, from ExperienceMINT™

Since 2018, a company called ExperienceMINT™ has risen in the retail industry as an expert provider of omni-channel retail experiences that immerse consumers in the brands they love. From a suite of more than 20 applications, the company has provided customized and comprehensive commerce solutions for retailers, exhibitors and restaurateurs.

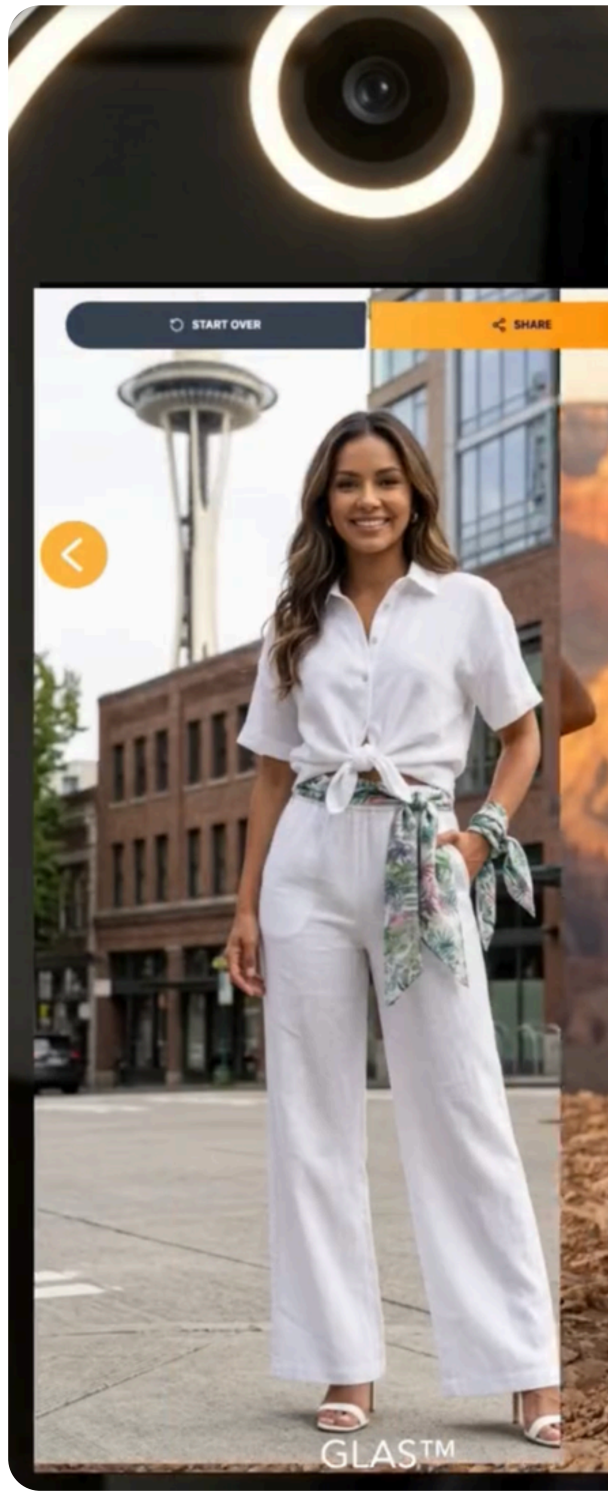
From this base of experience and roster of clients, MINT has been a front-row participant in every aspect of retail's experiential sales evolution. Through this experience, the company has entered a noisy, overclaimed category with a significant difference. MINT is conspicuously disciplined in developing selling solutions that address customer needs while steadily growing retailers' revenue. The result has been the new ELEVATE™ AI platform that brings three kinds of AI experiences to the retailer's floor.

ELEVATE produces 400% more attention than static signage, but even more importantly, answers the current gap in experiential selling by demonstrably raising sales conversion rates from 25-50% while cutting returns in half.

In all, the ELEVATE platform is providing early retail customers with

- Customer intelligence unlocked at new levels.
- Precision product discovery that brings customers quickly and accurately to the images and information they want most.
- Provides on-demand floor concierge (no more pressure from a hovering salesperson, but immediate and expert support when desired and needed, and
- Frictionless virtual try-on from the newest AI mirror technology.

ELEVATE is a new operating system for the physical sales floor, engineered for hyper-growth with measurable revenue enablement and guaranteed ROI.



Experiential Sales Alternatives

The realm of experiential selling will continue to offer myriad alternatives. Thus far, however, we can summarize the existing offerings simply, as follows:

1. ELECTRONIC SIGNAGE

a media/display solution,

2. CUSTOM DEVELOPMENT

a software/hardware build solution,

3. ELEVATE

coming forward as a further AI-reaching and ROI-disciplined bridge, or

4. DO NOTHING

avoiding immediate spend but continues revenue leak.

We can see these options compared in the following table:

Option	What It Solves	What It Misses
ExperienceMINT ELEVATE	Configurable experiential selling, AI-powered engagement, sales enablement, measurable ROI, fast deployment	Requires retailer willingness to evaluate existing sales process and act on ROI data
Electronic Signage	Visual engagement, messaging, in-store promotion	Often passive; limited personalization; weak attribution to sales outcomes
Custom Development	Highly tailored solution	Expensive, slower, harder to maintain, often risky to scale
Do Nothing	Avoids immediate spend or operational change	Preserves the same conversion gaps, underused floor traffic, weak data capture and lost revenue opportunities

In summary, we can see that the next era of experiential retail will be judged less by whether shoppers notice it and more by whether retailers can prove it drove revenue. Regardless of the solution chosen, the most important guidance we can see is that experiential retail is only ready for its next growth era when it becomes measurable, configurable, and tied directly to sales performance. With ELEVATE, ExperienceMINT is rising rapidly to drive and define the next bar.

As a final note, we can also observe that while retail is the lead industry for the next era of experiential selling, it is not the only market. The underlying need for this technology and approach is much broader: Experiential selling should address any environment where a person must understand, compare, choose, train or buy without continuous one-on-one human guidance.

While ELEVATE's primary category is AI-powered experiential retail, its adjacent category is AI-powered self-discovery selling. Taken to its fullest fruition, the technology addresses any guided, measurable, interactive decision environment as well:

Market	The Problem	Why ExperienceMINT Logic Applies
Retail stores	Shoppers need guidance, personalization, confidence and conversion support	Converts engagement into measurable sales outcomes
Training kiosks	Users need to learn or qualify themselves without live instruction every time	Delivers consistent, trackable, interactive education
Trade shows/expos	Booth traffic is expensive, fleeting and hard to qualify	Turns passive visitors into captured, scored, guided prospects
Showrooms	Buyers need to compare complex options	Supports consultative selling without requiring constant salesperson availability
Healthcare/wellness/ service environments	Consumers need education before making decisions	Helps explain options, collect preferences and route next steps
Hospitality / destination experiences	Guests need discovery, upsell and wayfinding	Creates personalized, revenue-linked engagement

While ELEVATE is currently entering the market as a formalized platform, its components are not theoretical. ExperienceMINT has developed and deployed these capabilities through 8+ years and scores of customer implementations across its broader experiential retail work. What this means: MINT's performance data is not an abstract projection but is implementation-based evidence from multiple successful retail environments. ExperienceMINT's technology addresses far more than just making retail stores more interactive. It is helping organizations convert self-guided engagement into informed action and measurable, verifiable revenue gains.

Would you like to learn more about ELEVATE and ExperienceMINT? For more information and to access our free ROI calculator, visit www.ExperienceMINT.com.

WHERE AI-POWERED EXPERIENTIAL RETAIL MEETS GUARANTEED ROI

CONTACT US

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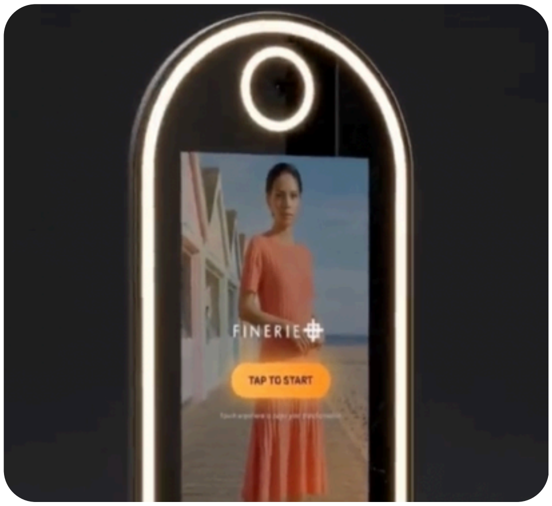

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