

Achieve Profitable Growth and Seamless Customer Experiences with Redis

Retailers must deal with seismic disruption and competition

The retail industry is seeing massive shifts in technology, supply chain dynamics, and consumer behavior. Modern retailers find themselves in a challenging landscape, with competition from e-commerce giants; growth in social commerce, declining in-store sales, rampant fraud, and keeping up with AI/ML innovation.

75%

increase in shopping cart abandonment due to slow website.¹

32%

of retail executives cited enhancing omnichannel experiences as a growth drive.²

50%

are prioritizing AI-driven personalized product recommendations.²

With the rise of e-commerce giants and an increasing number of brands selling direct-to-consumer, retail is a constant struggle to keep loyal customers, online stores available, inventory updated, and experiences personalized—all while making sure that every part of the customer journey happens in real-time.

Retailers must transform themselves to survive in this landscape, but legacy technology platforms are still holding many back. To adapt to new opportunities and compete, retailers must modernize every part of their environment—including the data layer.

Respond in milliseconds and scale seamlessly

Website responsiveness, fast search results, and accurate inventory status depend on a data layer with real-time performance and unmatched scalability that can keep up with seasonal or special event peak loads.

Deliver personalized omni-channel experiences

Retailers need to create superior customer experiences in all the channels consumers buy now. Analyzing the data from these channels can be used to optimize product mix, pricing, supply chain, personalization, and promotions.

Embrace Generative Artificial Intelligence

Retailers are embracing AI for conversational chatbots for personalized eCommerce, [predicting inventory](#) trends, strategically distributing stock across stores, and detecting fraud.



¹ "How to Decrease Shopping Cart Abandonment on Your Ecommerce Site," Kinsta blog, Oct 18, 2023.

² "2024 US retail industry outlook," Deloitte, Oct 2023

How Redis Powers Real-time Retail Applications

Retailers need a real-time data platform to meet the demands of today's consumers. Redis offers multiple data structures and a query engine that delivers sub-millisecond performance and reliability across any environment to help organizations get the most value out of their data layer.

Build instant retail experiences using modern data models

With a unified data layer that supports multiple data structures including hashes, geospatial, and JSON plus a query engine, Redis delivers real-time performance to key parts of a retail journey—user sessions, recommendations, product and cart searches, inventory management, customer support, and more.

Enables linear scalability and support bursts of retail traffic with zero downtime

Redis can be used as a highly scalable cache or database to ensure that retail applications and websites are always fast and responsive. It offers performance that scales linearly with zero downtime and high availability in any scenario with diskless replication, instant failure detection, and single-digit-second failover.

Speed time to market for new retail services

Redis Cloud is available as a managed service across all major cloud providers to help your organization stay focused on driving innovation, rather than repetitive maintenance. Launch databases in the cloud in seconds, and leverage Active-Active Geo-Distribution for low latency and business continuity across geographic regions.



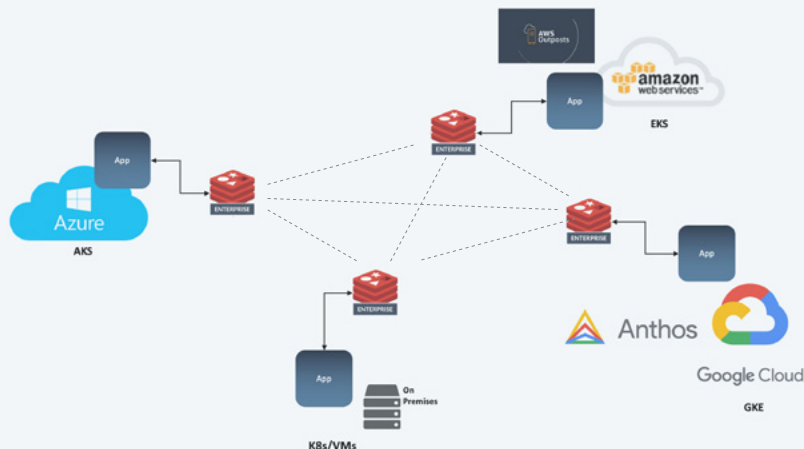
Redis helped Ulta Beauty grow its business by 40% in 2021 during COVID

Rapid online growth during COVID-19 motivated Ulta Beauty to renovate its e-commerce presence and adopt a more nimble, efficient cloud-based microservices architecture. Redis enabled Ulta to implement a brand-new buy online pickup in-store (BOPIS) system in just four weeks, designed a "digital store of the future", and refreshed the Ulta website with new personalization tools for shoppers.



Redis enabled iFood to use AI to optimize the UX

iFood, a food delivery platform, utilizes AI/ML to understand user preferences and make split-second decisions. With over 100 ML models in production, iFood leverages a Redis online feature store to centralize knowledge and deliver ML features quickly, enhancing the UX, supporting massive scalability, and driving revenue growth.



Get started with Redis Cloud

<https://redis.com/solutions/industries/retail/>