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## **Brick and mortar retailing and the virtual world: A spotlight on Pickn'Tell**

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As you know, when I learn about new technologies in the CRE community I'm always up for sharing. I recently learned about a digital technology called Pickn'Tell. It is making its way into brick and mortar stores and integrates in-store products with one's mobile device and social networks. You may think, "ok, sounds familiar, omni-channel marketing, got it," but this is totally unique and has much more of a wow factor, here's why:

Pickn'Tell is a mirror and app combination product that a retailer can purchase. The mirror and app connects to a shopper's phone and takes pictures and videos of shoppers in front of the mirror trying on clothes and accessories. The pics and videos get stored on the app and the shopper can send the images to family and friends. The shopper can tag, categorize and store all the pictures they like of themselves and put the ones they don't buy that day on a wish list. Items can later be purchased by the shopper or their friends or family at home or anytime. When the app is opened again, it will show all the photos taken, with the retailers brand attached to it. Shoppers can also see the store's events and coupons on the app, allowing the retailer to communicate directly to their shoppers and create loyalty programs. The app can also be used as a bar code scanner in the store. If I lost you, check out the video on their homepage: <http://www.pickntell.com>

The reason why I like this so much is because it addresses the way Millennials are now shopping; they want to go somewhere where they are creating experiences. The Pickn'Tell app and mirror work particularly well for Alfred Angelo Bridal who uses the program in-store so that brides and their wedding parties can share pics live with family and friends who weren't able to make the dress appointment. Brides can later go through all the pics of themselves trying on various dresses and decide which they like best and order it from home. I also really like Pickn'Tell because it always keeps the brand of the retailer in mind as the shopper scrolls through their pics. Lastly, I love that the sale comes from the brick and mortar store so it's something that mom and pop stores can do too.

Social Media Fun Fact: Mobile commerce will increase from \$25 billion in 2012 to \$92 billion with 175 million mobile shoppers by 2016. (Reference: Pickn'Tell).

Diana Podaski is VP - marketing and social media at Linear Retail Properties, Burlington, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540