



Carat helps brands drive revenue, reduce costs and grow at global scale. Here's how our Omnichannel Commerce solution enabled a multinational retailer to serve hyperlocalized digital content to customers globally, which increased online engagement and sales.



We helped our client, a multinational sports apparel retailer, deploy hyperlocalized experiences in three countries and two languages, which increased online engagement and revenue.



Delivered Capabilities and Benefits

Streamlined customer communication during COVID-19

Provided real-time capabilities on store closures/openings, safety precautions and special services

Locally-targeted offers to drive store sales

Provided a way to generate new opportunities to drive targeted foot-traffic for stores that needed it most

Created the sense of local community for online shoppers

Helped customers discover local trends, specific to their community and local market



“From fully optimizing search and website usability, to supply chain excellence, to offering apps that will streamline and speed up the shopping experience, the focus is on making use of the very latest technology.”

adidas Executive

Carat Drives More Commerce

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