



RETAIL AS AN INTELLIGENT SYSTEM

NEWSLETTER – 02/13/2026

25TH EDITION

THE NEW ARCHITECTURE OF THE POINT OF SALE

Retail can no longer be understood as a collection of independent channels. Today, it operates as a system where every interaction—physical or digital—generates strategic information. When point-of-sale data, the digital environment, and management systems are connected, businesses move away from intuition and begin making decisions with intelligence.

In this model, the store is no longer just a place to sell. It becomes a node that integrates data, experience, and execution within an architecture capable of anticipating behaviors and optimizing results.



“For them, digital is their native language.”

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IOCA NEWS

FROM ANONYMOUS TRAFFIC TO IDENTIFIED CUSTOMERS

In a physical store, many interactions traditionally go unseen: customers browse, compare, and show interest without leaving a trace. This anonymous traffic limits retailers' ability to learn and refine their strategy.

Today, thanks to the connection between the point of sale and the digital environment, it is possible to transform that interest into actionable data. When every interaction is integrated into a unified system, the store stops being a black box and becomes a source of insight—helping businesses better understand customers and make more precise decisions.

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WHAT'S BEHIND
THE QR?
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UNIFIED COMMERCE: A SINGLE SOURCE OF TRUTH

Many companies operate across multiple channels, yet they continue making decisions based on fragmented data. Unified commerce offers a different approach: integrating information from physical stores, e-commerce, and the digital environment into a single source of truth. When all teams work from the same data foundation, the business gains consistency, agility, and stronger analytical capabilities.

The result is a retail model that moves beyond managing isolated channels and begins to function as a connected system—where every interaction contributes valuable insight to optimize strategy and enhance the customer experience.

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QR CODES AS A DATA INFRASTRUCTURE IN RETAIL

For a long time, QR codes were used simply as a quick way to access additional information. Today, they can play a far more strategic role.

Each scan represents the moment when physical interest becomes measurable digital behavior. When integrated into a unified commerce system, QR codes connect product, location, and customer within a single data architecture. As a result, the store stops being an opaque space and begins generating valuable insights to better understand consumers and optimize business decisions.

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SCAN ME AND DISCOVER.

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SCAN ME AND DISCOVER.

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Every scan turns interest into actionable data.

QR Codes: A Business Intelligence Node

+28%

Increase in scans in the consumer electronics sector (2022-2023).

64%

Of U.S. consumers have scanned a QR code at least once.

46%

Of shoppers are willing to use them when buying electronics.

+22%

Global usage growth projected by 2025.

+28%

Of shoppers are willing to use them when buying electronics.

+22%

Global usage growth projected by 2025.

“It’s not just a tech trick; it’s a practical tool that consumers have embraced for sales and — MyQRCode

Not all QR codes create value—the difference lies in the intelligence behind the code.

Static QR (The Problem)

Fixed destinations. If the campaign changes, all physical material must be reprinted.

No detailed metrics.



Dynamic QR (The Strategy)

- **Real-Time Redirection:** A code in a storefront can lead to an offer in the morning and a loyalty signup at night.
- **CRM Integration:** Links the scan to specific customer profiles (e.g. PUMA case with “My Account”).
- **Traceability:** Allows measurement of ROI, location, and device.





PREDICTIVE INTELLIGENCE IN RETAIL FROM THE POINT OF SALE

The most competitive retailers no longer focus only on measuring what has already happened—they aim to anticipate what will happen next. Predictive intelligence begins when the point of sale stops being a black box and starts capturing real signals: interest, interaction, dwell time, and customer behavior.

By integrating these data points with the digital ecosystem and a unified source of information, businesses can identify patterns, forecast demand, optimize inventory, and trigger more precise actions. Moving from reacting to anticipating is now a strategic advantage.

Sales Lift: Measuring Incrementality



1. Real Sales - Base Sales
= **Incremental Sales Lift**

2. (Sales Lift / Base Sales) x 100
= **% Increase**

Financial Validation: Calculating ROI

$$ROI (\%) = \left[\frac{(\text{Generated Profit} - \text{Total Cost})}{\text{Total Cost}} \right] \times 100$$

Example: \$1,000 Investment → \$5,000 Additional Sales = 400% ROI

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THE STORE THAT COMMUNICATES: THE NEW MEDIUM OF GEN Z RETAIL

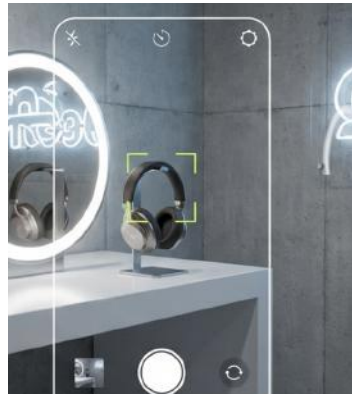
For Generation Z, the store is no longer just a place to shop—it is a space for brand expression.

The point of sale becomes a proprietary medium where narrative, design, and experience convey identity. When the physical space connects with the brand's digital universe, the store moves beyond being purely transactional and begins to communicate values, style, and purpose.

In this context, the customer doesn't just buy—they also share, amplify, and turn the experience into content that expands the brand's reach.

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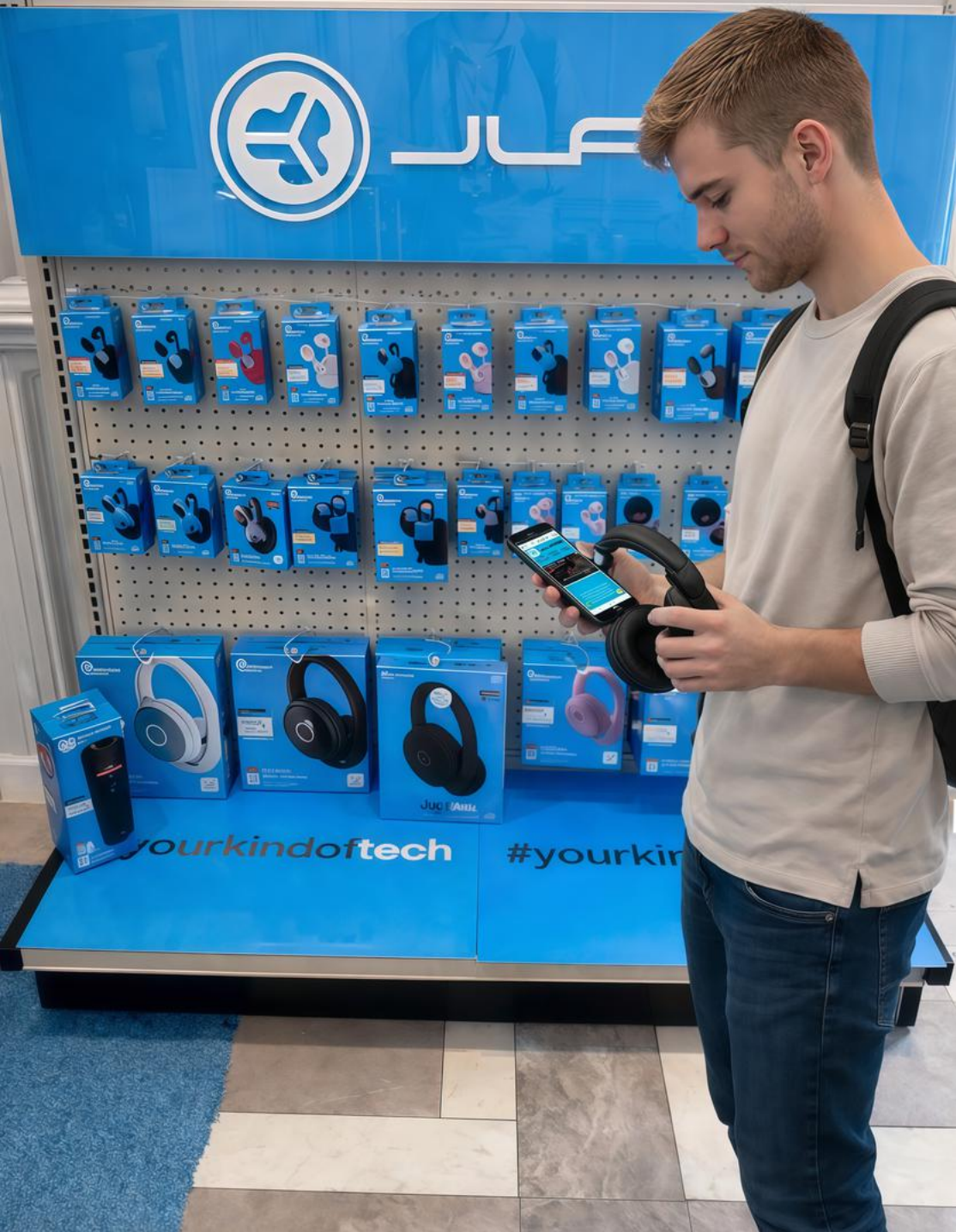


JL



yourkindoftech

#yourkin



STRATEGIC POP: WHEN EXECUTION DEFINES PROFITABILITY

In retail, even the best strategy can lose impact if it is not executed properly in-store. POP stops being a decorative element when it is integrated into clear processes of implementation, supervision, and measurement. Proper placement, consistency across locations, and adequate maintenance are key factors that determine its performance.

When execution is managed with operational discipline, the point of sale moves beyond being just a display space and becomes a driver capable of boosting product rotation, visibility, and sustained results.

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**EXPLORE
OUR
BRANDS**
**(LAUNCHES,
REVIEWS)**

 **Skullcandy**



SKULLCANDY 2026: THE “FEEL THE VIBE” TREND TAKING OVER SOCIAL MEDIA

On TikTok and Instagram, a clear trend has emerged at the start of the year: headphones that seem to come alive. Skullcandy’s new “Sensory Bass Era” is generating thousands of interactions thanks to three key factors: personalized sound with Skull-iQ and Mimi Personal Sound, physical experiences like the Sensory Bass of the Crusher ANC 2—featured in the viral #CrusherChallenge—and a strong style component through collaborations and urban-inspired designs.

More than just audio, the conversation revolves around authenticity: listening, feeling, and expressing music at your own rhythm.

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NEXT EDITION

LOOKING AHEAD TO THE NEXT CHAPTER OF RETAIL

In this edition, we explored how retail is evolving into a more intelligent system—from the connection between data and the point of sale to new in-store experiences, strategic execution, and technology trends shaping the conversation across the region. Understanding these transformations is key to making better decisions in an increasingly dynamic environment.

In the next edition, we will continue analyzing innovations, trends, and best practices that will help our clients and partners stay ahead of what's coming next.



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100% COMMITMENT & SUPPORT



CUSTOMER SUPPORT: FAST SOLUTIONS

At IOCA Group, we know your time is valuable. That's why we provide fast, reliable, and always-accessible customer support to assist you whenever you need it.

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WARRANTY & SUPPORT

If any issue arises with our products, our support team will work to resolve it within a maximum of **48 hours**.

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SOCIAL RESPONSIBILITY: COMMITMENT TO THE FUTURE

At IOCA Group, we believe in the power of small changes to create a positive impact. That's why we support social and environmental initiatives that contribute to building a more sustainable future.

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