



Why Every Retailer Needs an AI-Friendly E-Commerce Site

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WHAT YOU'LL LEARN

- Retail is changing
 - Foot traffic is down
 - E-commerce is up
 - This means new approaches are needed to stay competitive
- Paladin Data Corporation has solutions for these challenges
 - PaladinPOS™
 - PaladinShop™

Times are changing ... quickly



- Retail stores are still flourishing.
- 81% of retail purchases are made in brick-and-mortar stores.
- However, digital tools are needed to reach many customers:
 - 80% of consumers begin their purchase with an online search.
 - 88% of searches for local businesses on a mobile device result in a store visit within a day.
 - 61% use a mobile device to guide in-store buying decisions.

Times are changing ... quickly



- Artificial intelligence (AI) “Quick Response” is replacing traditional (Google) searches.
- AI generated traffic to retail sites on Black Friday 2025 increased by 805% YOY.
- In 2025 one in three consumers used AI for online shopping, 53% used it for product research, 40% used it for product recommendations, and 36% used it to find deals.
- AI-assisted shoppers are 38% more likely to convert.

Paladin covers the bases



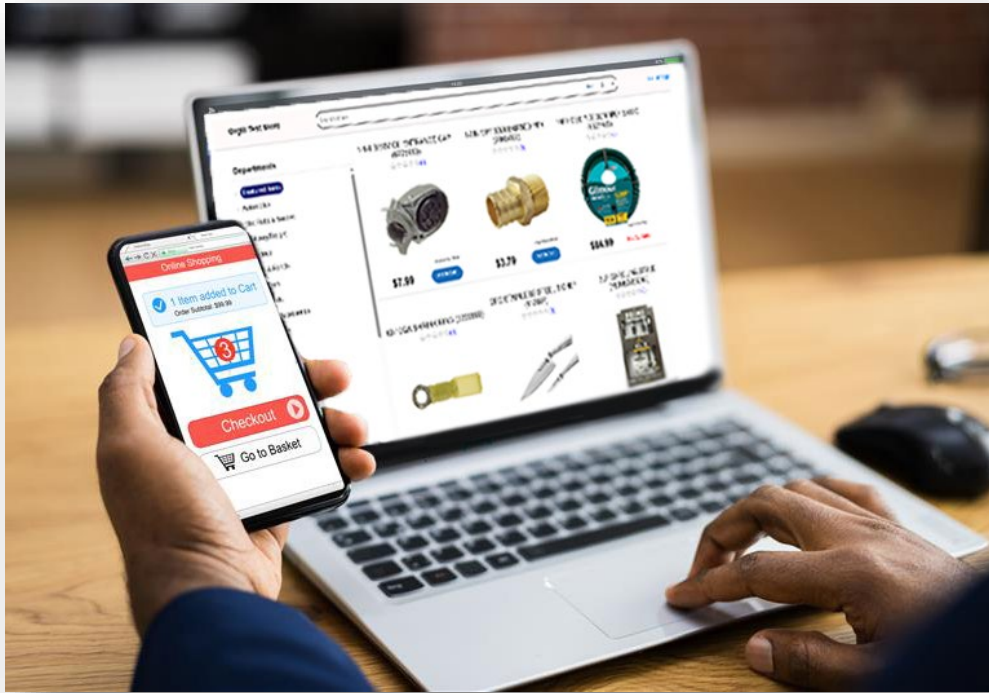
- Since 1980, Paladin Data Corporation has helped independent retail businesses run more efficiently and we're committed to helping independent retailers succeed in this new era.
- PaladinPOS simplifies retail processes by automating many tasks and is the hub for modern retail by containing PaladinShop™, our ecommerce solution and PaladinGo™, our mobile application.

Paladin Point of Sale™



- A modern POS system is no longer just a cash register ringing up sales.
- PaladinPOS™
 - Simplifies ordering and sales.
 - Provides real-time insights on inventory, sales trends, and customer behavior.
 - Helps inform smarter decisions on buying, pricing, and more.
 - Serves as the data hub for a store's e-commerce solution and mobile applications.
 - Integration with Google Business Profile allows you to be cited in AI "Quick Response".

PaladinShop™ Effortless online sales



- To date, e-commerce has been expensive and complicated for independent retailers.
- PaladinShop™ changes that because it's built into PaladinPOS.
- Serves as both an e-commerce site and a customer portal.
 - Customers can access their accounts, pay bills, review past purchase and shop.
- This unique approach makes e-commerce affordable, simple, and accurate.
- Include your PaladinShop URL in your Google Business Profile to help route AI-assisted shopping journeys to your store

Paladin's mission



- Our mission is to promote communities by enabling local businesses.
- To accomplish this, we support the success of the entire retail industry, including all stores, suppliers, brands, and publishers.
- Adding technology solutions like PaladinPOS, PaladinShop™ and PaladinGo™ help you engage digital shoppers and increase foot traffic.

Learn More

To learn more, see the following resources in our [Help Portal](#)

- [PaladinPOS™](#)
- [PaladinGo™](#)
- [PaladinShop™](#)
- [About Paladin Data Corporation](#)

A recording of this webinar will be available at portal.paladinpos.com/webinars.

Next Webinar:

PaladinGo™: Manage Your Inventory Anywhere

February 24, 2026

9am PT

<https://portal.paladinpos.com/webinars/>



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