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**Digital Resources as Competitive Advantage in Traditional Retailing:
Capabilities, Applications and Performances**

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While the digital transformation is fundamentally changing the retail sector as a whole, practical adoptions of digital technologies through mobile or fixed devices in brick-and-mortar retailing can be considered to be at an early stage. Likewise, studies about the effects of such digital services on customer attraction are still underrepresented in the literature. This research investigates how the growth of digital services can be leveraged to augment the offline shopping experiences in retail agglomerations such as shopping centre and High Streets. Based on a series of expert interviews, we do so by evaluating the current role of digital services in retail agglomerations and compare best practices by means of novel and established performance metrics. We anticipate that this research identifies new ways to combine innovative technologies with more traditional services to improve competitiveness of traditional retail destinations.

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