

# BRICK-AND-MORTAR AS THE GATEWAY TO *Everything*

As consumers move toward digital shopping experiences, brick-and-mortar has transformed into a gateway that links to various touchpoints along the customer journey. Here's how physical stores fit into an online-driven world that is more connected than ever before.

## E-COMMERCE

Brick-and-mortar locations can have an effect on online sales and consumer decision making. The opening of a new brick-and-mortar location can **increase online sales from that area by 29%**.

(Informs)



## TECHNOLOGY

Shopping in-store can encourage customers to use a brand's technology. **87% of consumers are either using or willing to use in-store tech**, such as apps to navigate stores, learn about products, or access promotions.

(NielsenHQ)

## FULFILLMENT

Micro fulfillment speeds up the delivery of goods by bringing the product closer to consumers. Brick-and-mortars with micro fulfillment capabilities can **reduce order-related costs by as much as 75%**.

(TechHQ)



## ENGAGEMENT

Customers who go to retail stores become more engaged with a retailer's brand. For recommendations and questions about products, **43% of consumers prefer to visit brick-and-mortar locations**.

(TechHQ)

## PERSONALIZATION

Personalization is becoming popular as salespeople are enabled with online purchase history before approaching a customer. And **40% of consumers say they've purchased something more expensive in-store because their experience was personalized**.

(NielsenHQ)



## EXPERIENCES

Consumers are looking for unique experiences – **over 50% would attend a pop-up store, while 42% would participate in an experience-driven social event or demo inside a store**.

(Approva)

