

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)





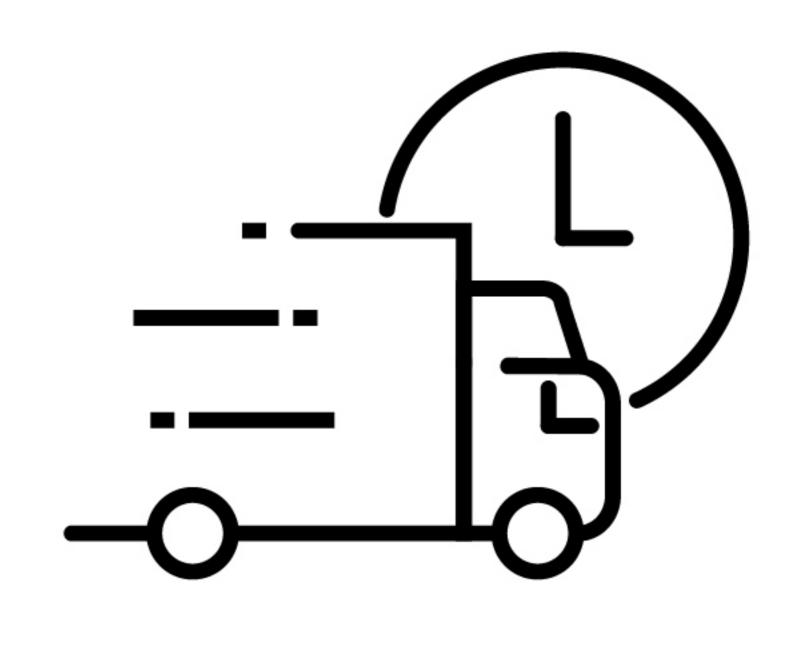
TECHNOLOGY

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.

(Appnova)

