

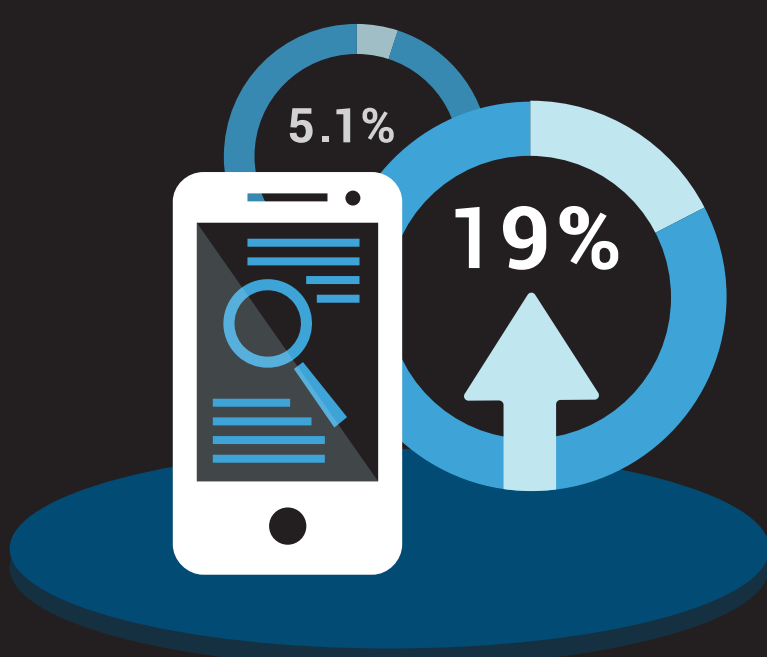


Bridging the GAP

BETWEEN ONLINE AND IN-STORE EXPERIENCE



Since the end of 2013, online purchases have steadily risen from 6.1% to 6.7% of all retail purchases. It's essential for businesses to make sure that they're providing solid connections between the offline experience and the reality of actually being in a store. Here are 6 ways to do so.

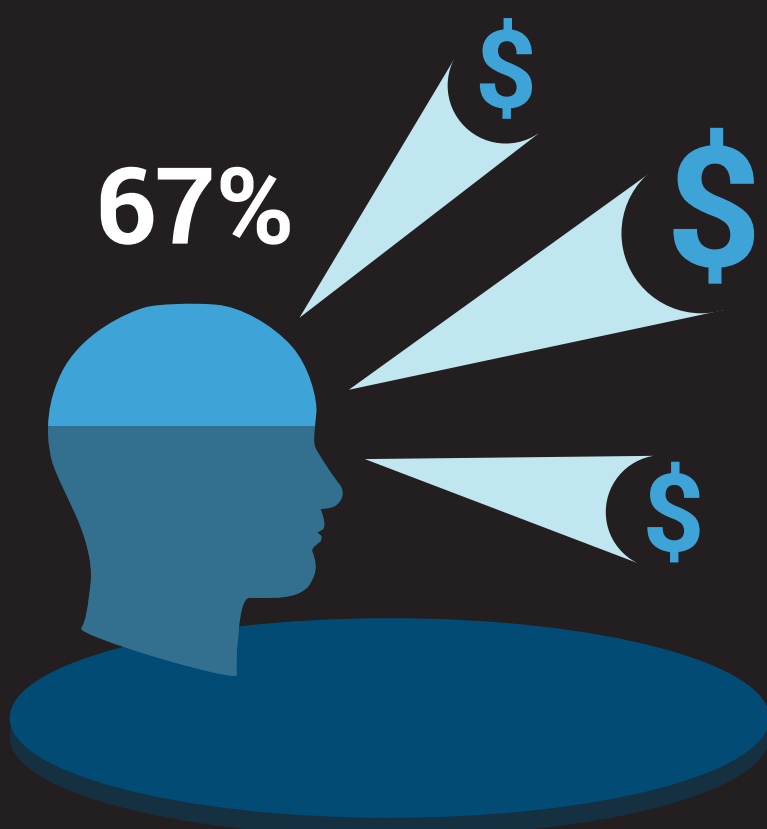
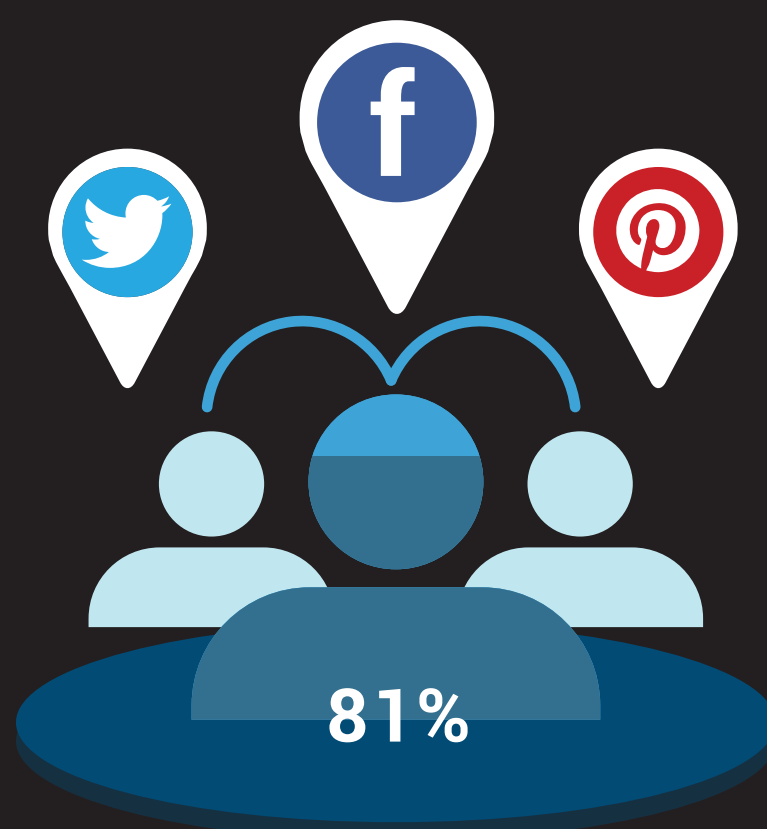


1. PROVIDE INFORMATION

In-store mobile research is expected to affect 19% of total store sales by 2016, up from 5.1% in 2012. Access to digital information, via a mobile site or in-store kiosk can make buyers more confident.

2. SPEAK THEIR LANGUAGE

81% of customers say social posts from friends influence their buying habits. Signage that encourages social posts, and access to social media profiles, encourage this type of social sharing.



3. UNDERSTAND THE WEB

67% of online shoppers say they use multiple channels to make purchases. Businesses can't just focus on one channel – like email – in an attempt to lure people in-store.

4. KEEP THE NUMBERS STRAIGHT

One study found that consistent inventory access between online stores and offline records increased store traffic as well as purchases. A reliable system that shares updated data brings in more customers.



5. CONNECT THE DOTS

43% of shoppers have bought online and picked up their purchase at a brick-and-mortar location. Customers can be online and offline shoppers at the same time with the right technology.

6. MEET CONSUMER EXPECTATIONS OF TECHNOLOGY

2/3 of customers prefer the in-store experience, but most shop online because they also want customization – something in-store technology can provide.



SOURCES:

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