



The omni-channel shopper



Shoppers love deals and to research online...

Yet, they overwhelmingly shop in-store...



86% of consumers research online before going in the store¹

3 the number of deal sites the typical consumer visits before purchasing online²

68% will change where they shop in return for more benefits or a better deal³

94% of retail sales are done in store⁷

90% of shoppers prefer to buy in a physical store⁸

Consumers spend significantly more per month in a **physical store** than online.

So, how do retailers bridge this digital to physical divide?



Print at home usage has been declining **↓10%** a year⁴



While digital coupon grows with **↑59%** redeeming a digital coupon⁵



Transition will occur when coupons redeem the way **78%** of shoppers want...

AUTOMATICALLY⁶



Link



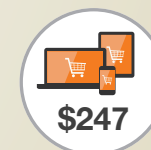
Swipe



Save



VS



AND

They leave **4 TRILLION DOLLARS** worth of merchandise abandoned in online shopping carts each year⁹