Zes redenen om een fysieke winkel te openen

31-10-2016 10:40

Ja, de online (en mobiele) verkopen groeien hard. Maar ook de stenen retail is springlevend: 85 procent zou nog altijd het liefst fysiek winkelen. Dat is niet de enige reden voor webwinkels om de sprong naar de winkelstraat te maken, weet iQmetrix. De Canadese ontwikkelaar van een retailmanagementsysteem heeft zes redenen onder elkaar gezet.

Let's Get physical

6 Reasons To Add Retail Stores To The Commerce Mix



85% of consumers say they prefer to shop in physical stores.[1]

In today's fast-moving retail climate, forward-thinking merchants can't ignore the benefits of opening a physical location, and the choices are compelling:



Here are 6 benefits

of taking the leap into the physical retail world...

1 Online sales become stronger

As another retail touch point, physical stores raise brand awareness and drive more traffic to the e-Commerce site

Since opening its physical stores in 2013, Warby Parker **more than quadrupled its monthly organic search traffic and reported $3,000 annual store sales per square foot**, second only to industry leader Apple.[2]



2 The revenue per shopper score increases

A multi-channel shopper is more profitable than a single-channel shopper



34% of consumers who visit brick-and-mortar stores **gather new ideas for future in-store purchases.**[3]



3 Additional shopper data helps retailers lap their competitors

Personalized interactions and in-store sales give retailers more detailed insights into how to improve marketing, merchandising and inventory plans

By 2018, **510%** more retailers will be able to provide **suggestive selling capabilities** based on the content of consumers' closets.



4 Physical spaces can host live events and experiences

The experience of touch-and-feel in a physical space cannot be duplicated online

By 2020, **physical stores** will still account for **80%** of U.S. retail sales.[4]



5 New channels boost the retail roster

A physical presence creates new excitement about the brand that can be shared via social channels or simple human interaction

Shoppers are **29% more likely to make a purchase the same day** when they use social media to help shop either before or during their trip.[6]



6 As fulfillment centers, stores build CX strength

As consumers become more impatient when it comes to receiving the products they desire, retailers must find quicker ways to fulfill and deliver orders. The store as a distribution center is becoming an important cost-saving option as well as a significant revenue generator.

45% of customers who **click and collect end up buying extra products** while picking up their order in store.[7]



70% of shoppers **returning products in a physical location** end up purchasing something else.[8]



Sources

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