



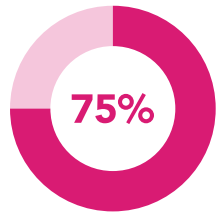
The BOPIS Impact

Buy Online, Pick Up In Store (BOPIS) Statistics

CONSUMERS



68% of consumers have made multiple BOPIS purchases²



75% of consumers indicate the ability to pick up an online order in the store is **important when determining where to shop**¹



51%

of consumers are likely to **stop shopping** at a retailer if the cross-channel process is inconvenient¹

TOP 3

Reasons For Using BOPIS²



Save shipping costs



Speed of delivery



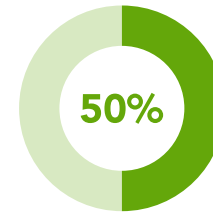
Convenience



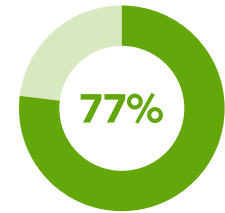
85%

of shoppers have made an **additional in-store purchase** while picking up an online order²

RETAILERS



50% of retailers offer BOPIS



77% are planning to offer BOPIS by mid-2021³



27%

of retailers see an **11-20%** additional in-store spend from **BOPIS customers**



27%

of retailers have **optimized BOPIS processes**⁴



29%

of retailers see **21-30%** additional in-store spend from **BOPIS customers**⁵

7.2%

Net margin gain when BOPIS processes are optimized⁴



Current Processes Need Improvement



46%

of retailers offering BOPIS indicate their processes **need improvement**³

1 2020 Customer Engagement Survey/enVista US Consumer Study

2 Business Insider (Businessinsider.com 2/22/19)

3 2019 Unified Commerce Survey (BRP)

4 Unified Commerce: Where to Start and the Customer Journeys Driving the Most Profit Return (IHL Group)

5 BOPIS=ROI: Tech Investments in Order Fulfillment (2019 Radial and NAPCO Research)