

# The path to purchase: in-store vs. online.

## Why 52% still buy in-store.

We followed Best Buy shoppers in-store and online. See why in-store wins in sales.



### IN-STORE:



**68%**  
visit the website at some point.



**52%**  
who shopped, bought a product.



**57%**  
like their shopping experience.



**47%**  
go in-store to make a purchase.



### ONLINE:



**49%**  
visit a retail store at some point.



**36%**  
who shopped, bought a product.



**64%**  
like their shopping experience.



**34%**  
use eCommerce to purchase.



### OMNICHANNEL:

The top 3 things purchased:



Computers/Tablets.



Video Games/Movies/Music.



TV & Home Theater.

**Recommendation:** In-store shoppers are serious, be ready with your sales team.

## SEE YOUR OWN PATH TO PURCHASE.

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.

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