

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 or call 714-754-1234.

[LEARN MORE](#)