



**Best Buy + CVS =  
personalized curbside delivery.**

May 10<sup>th</sup>, 2021

# Introduction.



- In 2019, Best Buy launched its personalized pickup service.
- With it, Best Buy shoppers can get curbside delivery at either Best Buy, or at any one of their alternate pickup locations.
- The pickup locations include CVS Pharmacy<sup>®</sup>, UPS<sup>®</sup> and FedEx<sup>®</sup> stores, Walgreens<sup>®</sup>, Michaels<sup>®</sup>, Advance Auto Parts<sup>®</sup>, Dollar General<sup>®</sup> and other stores in each DMA where the service is offered.
- MFour did research to find out how well shoppers are aware of Best Buy's alternate pickup service, and their thoughts on the experience.

# The research goals.

- Find out how increased demand for curbside delivery is impacting retail.
- Hear what real shoppers expect in an ideal curbside delivery experience.
- See how likely the curbside trend is to continue, after COVID ends.

# Methodology overview.

- MFour used Surveys On The Go<sup>®</sup> to identify shoppers with the following attributes:
  - Regular curbside delivery users.
  - Visited Best Buy and CVS in the last 60 days.
- Then, a survey was sent to ask for feedback.

# Time frame.

- 5/5 to 5/14, 2021.

# Sample.

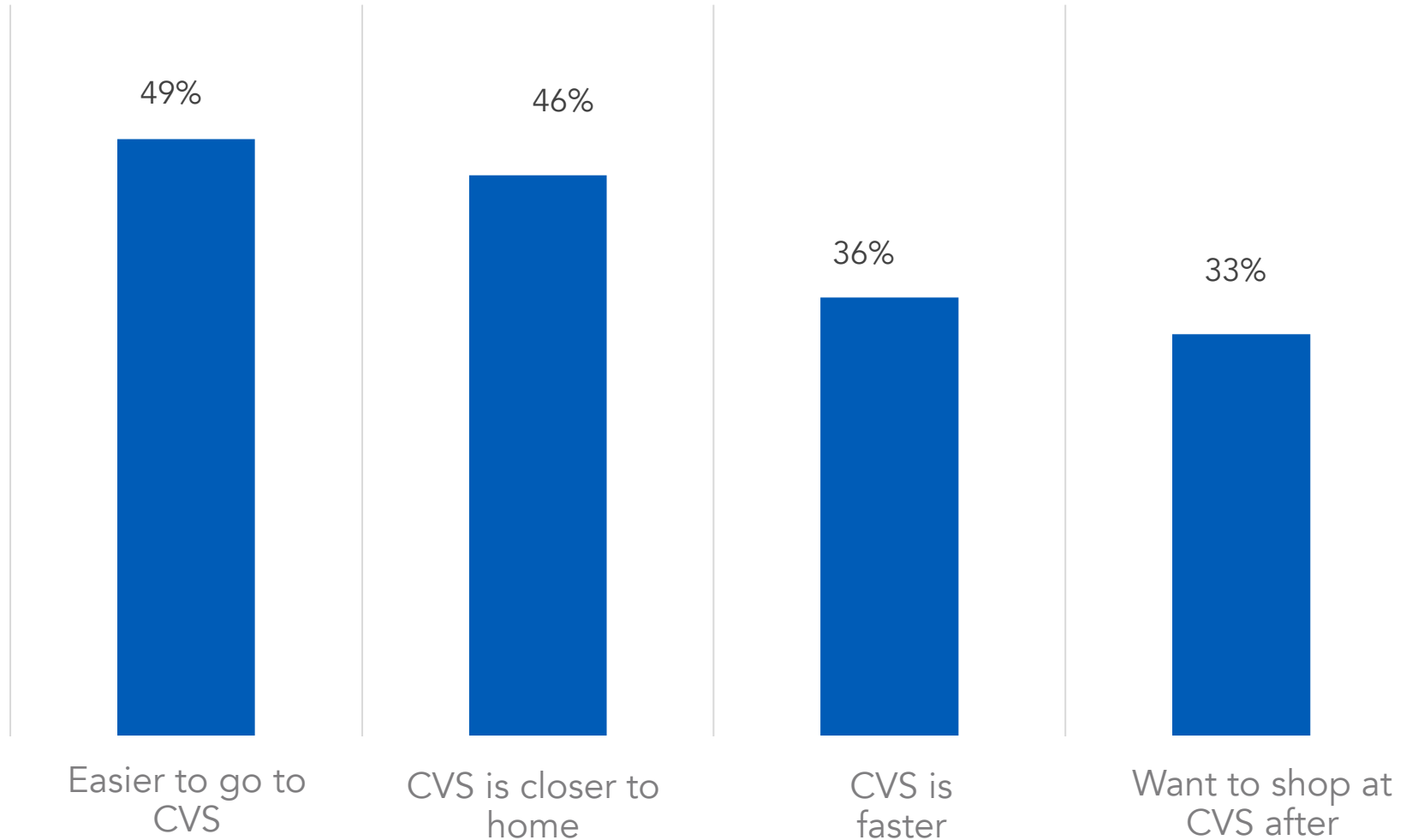
- n=150.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.



# Shoppers want an easy, omnichannel experience.



Why did you use Best Buy's personalized pickup service?



## Tell me more...

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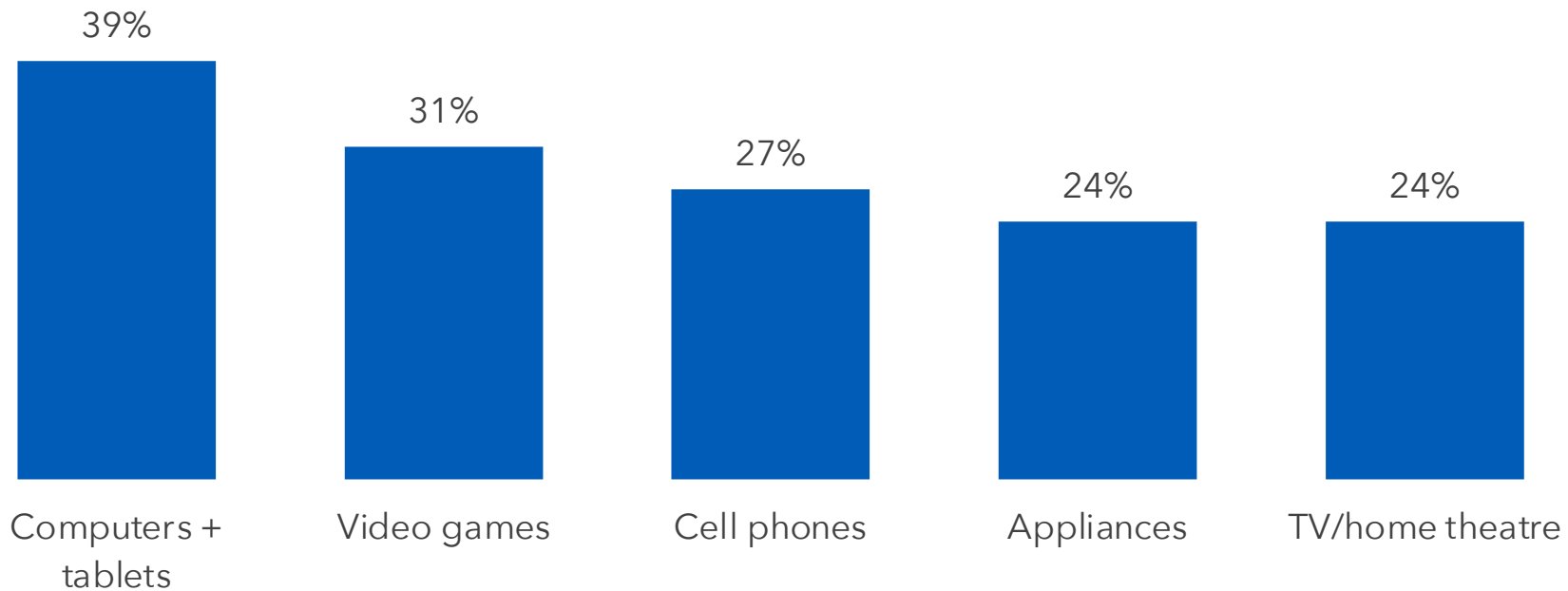
- People are more likely to continue to use curbside delivery for the long-term.
- They want to shop at CVS for personal care items after picking up a Best Buy order.

Base is comprised of 33 Best Buy shoppers, who have all used Best Buy's alternate pickup option at CVS.

# What are shoppers buying curbside?



What category did you shop with curbside pickup at Best Buy?



Base: 150

## Tell me more...

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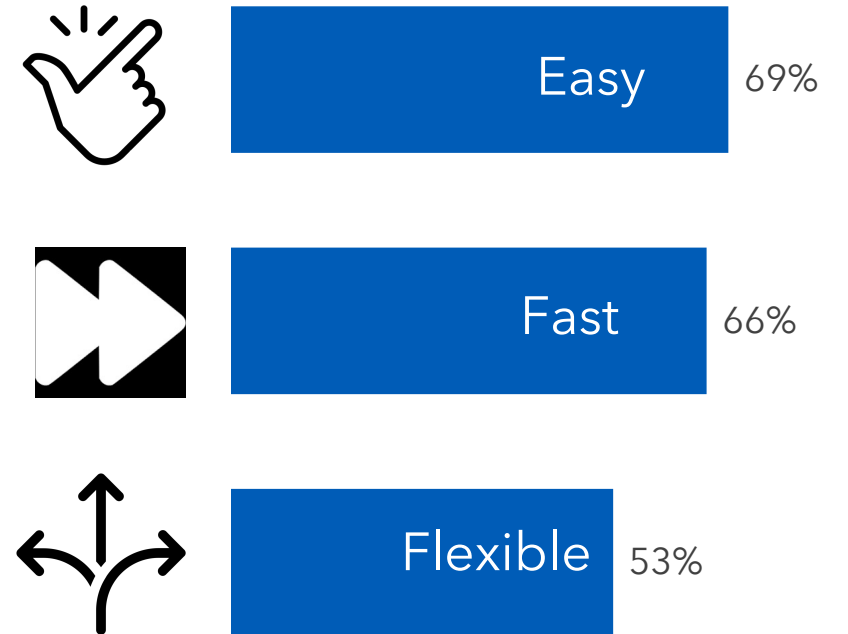
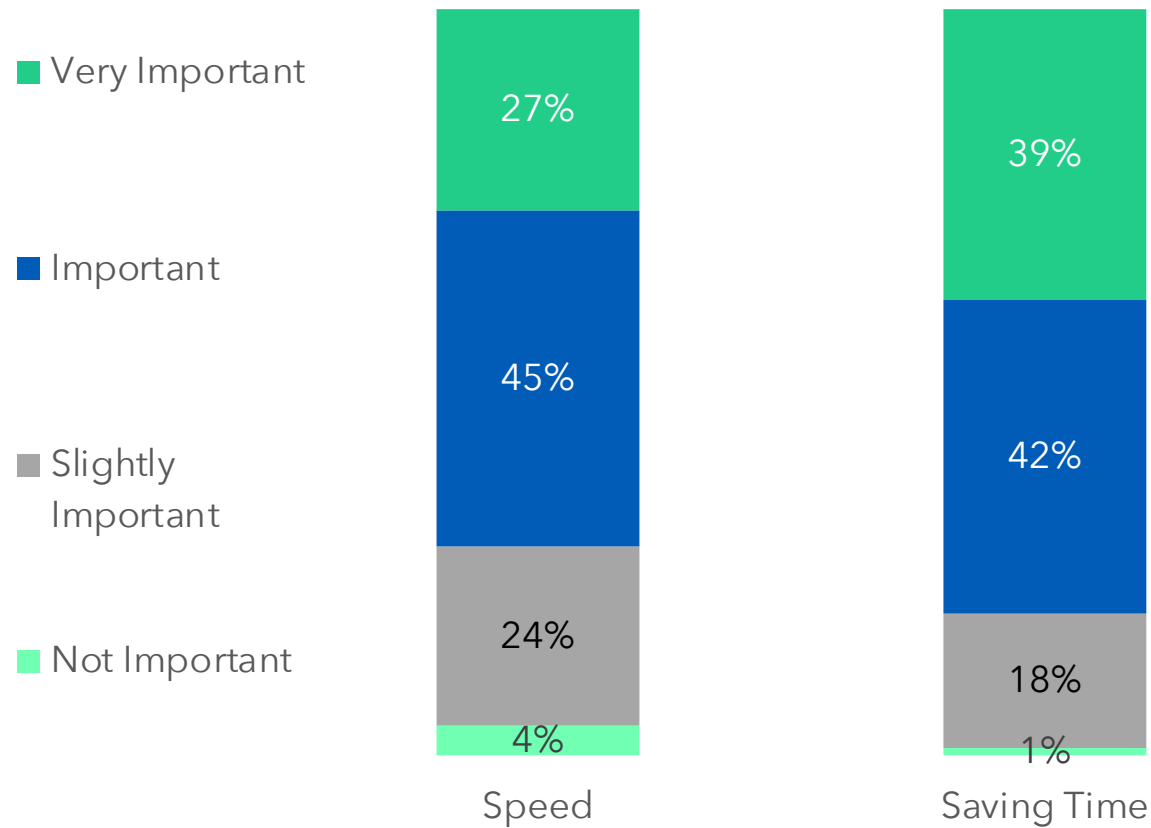
- 85% tend to shop these categories.
- 84% were very satisfied with Best Buy curbside pickup.
- 84% say online shopping before the pickup was easy.

# Curbside delivery is popular, because it's easy.



How important are Speed and Saving Time to you?

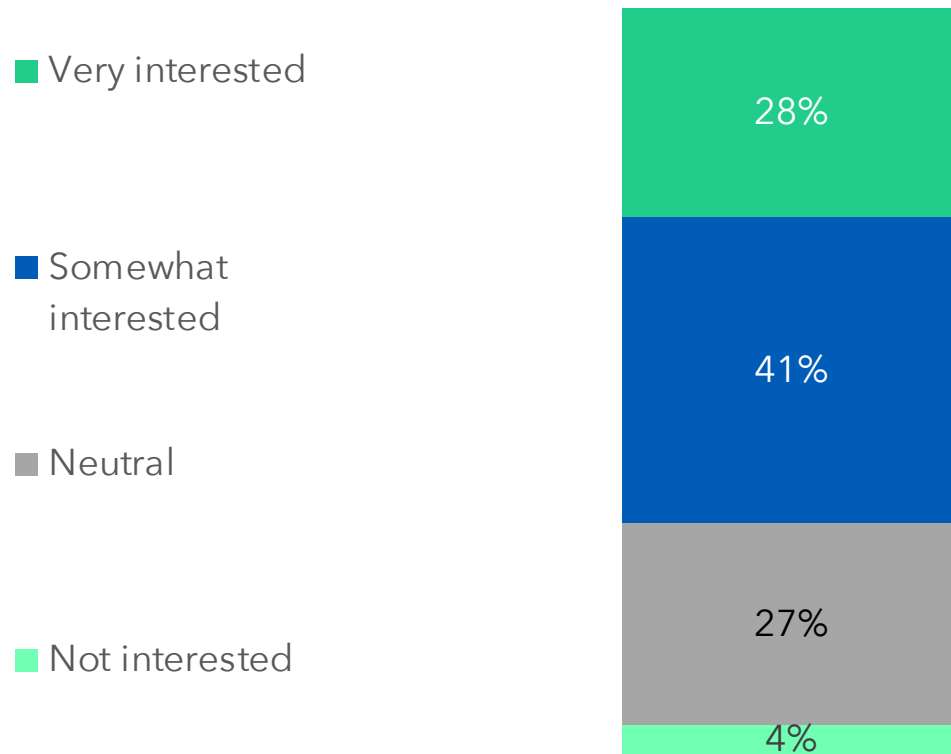
Why do you like curbside delivery?



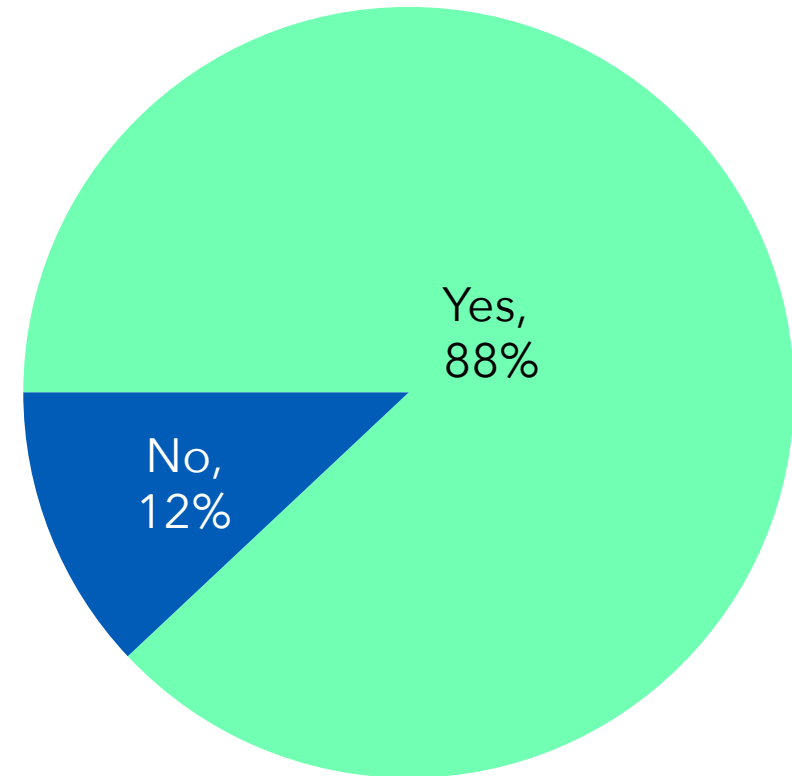
# Personalized pickup is popular + gives value to CVS.



How interested are you to try Best Buy's personalized pickup service?



Did you buy anything at CVS, while you were there to pick up your Best Buy order?



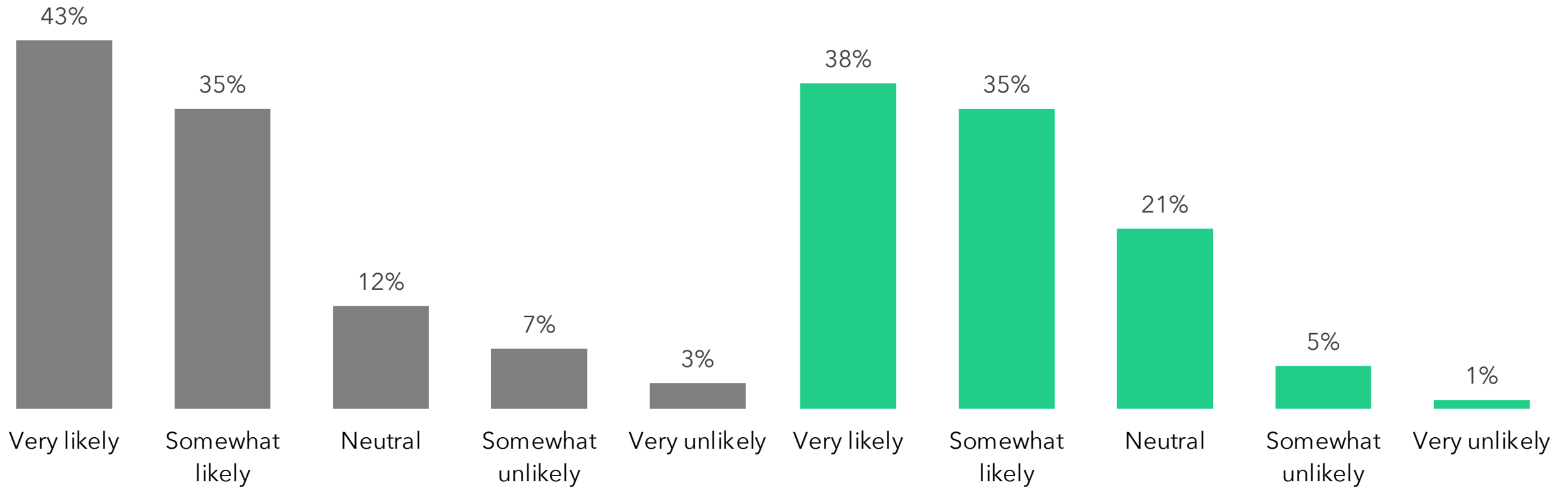
Base: n=150 for Q1, n=33 for Q2.

# Buyers love easy, and CVS pickup delivers that.



How likely are you to use curbside delivery for your next Best Buy purchase?

As a CVS customer, how likely are you to use Best Buy's personalized pickup?



Base: 150

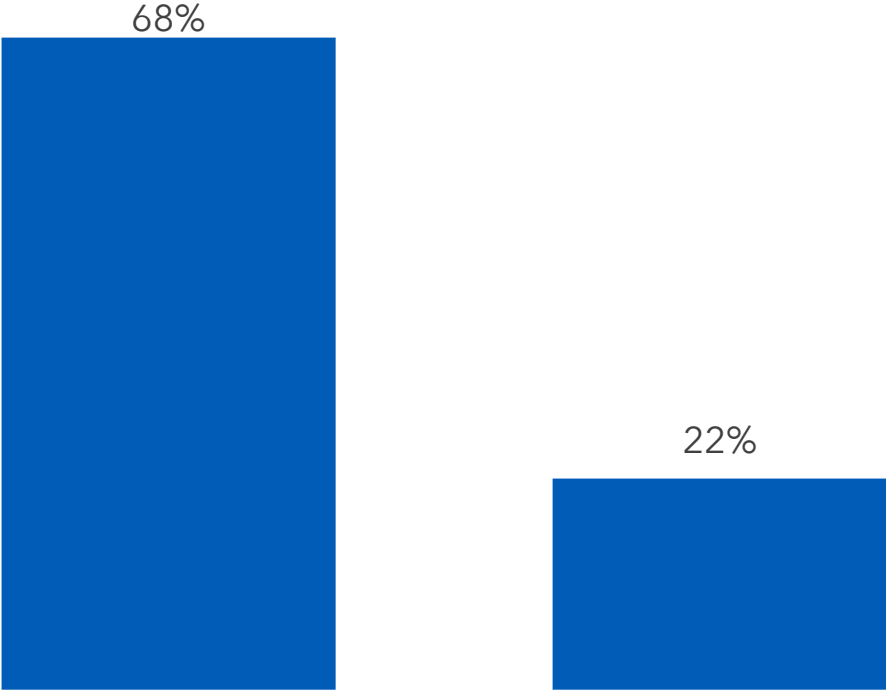
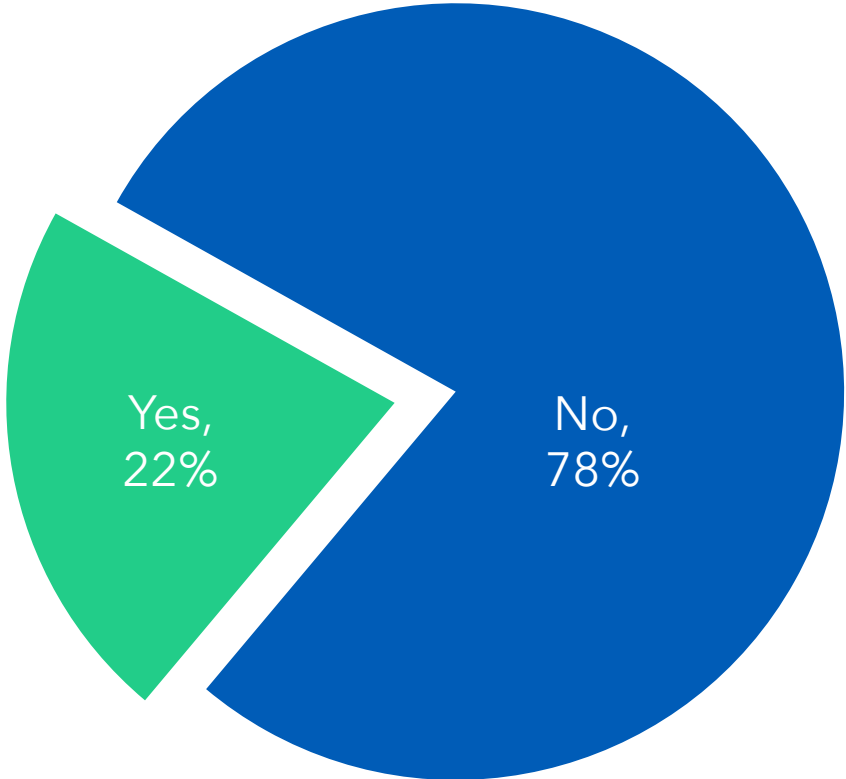


# Best Buy + CVS should co-market pickup options.



Have you used Best Buy's delivery option at CVS?

## Why not?





# About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.





# Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



**Choose better market research.**