

E-Commerce vs. Physical Retail

Although the new normal has shifted consumer behaviour towards ecommerce and online shopping, physical retail stores still drives more revenue in US and Canada.



E-COMMERCE



In 2020, online retail sale has increased by 23.6% compared to 2019.



(https://www.census.gov/retail/marts/www/marts_current.pdf)

Pros

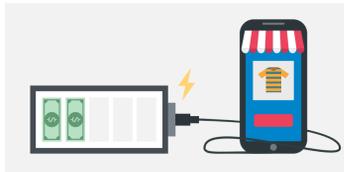
01 OPEN 24/7 TO EVERYONE

Online store generates revenue even when you are asleep.



02 LOW COST ON INFRASTRUCTURE

Lower entry threshold for small businesses.



03 BOUNDLESS ENGAGEMENT

Online presence to boost engagement & raise influence.



Cons

01 CYBERSECURITY CONCERNS

Customers' personal information can be compromised.



02 DIFFICULTY TO GAIN TRUST

Online store takes longer time to gain customer rapport.



03 DELIVERY & LOGISTICS

66% consumers expect same-day or next-day delivery.



PHYSICAL STORE



Pros

01 TRY IT BEFORE YOU BUY IT

Customers can try on items before making a purchase decision.



02 PERSONABLE SERVICES

Impeccable in-store services win returning customers.



03 COMPARE SIDE-BY-SIDE

Grocery stores offer a lot more options to satisfy customers' needs and wants.



Cons

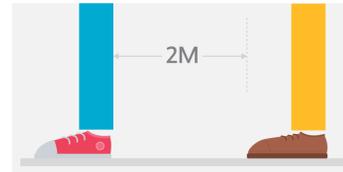
01 HIGH INFRASTRUCTURE COST

Adding pressure on to business operation.



02 HEALTH & SAFETY CONCERNS

Compliance to social distancing can be difficult for smaller stores.



03 DELAYED ANALYTICS & ADVERTISEMENT

Longer lead time to analyze & update offerings.



GET THE BEST OF BOTH SIDES



- ✓ Showrooming for Online Purchasing
- ✓ "Buy Online, Pick Up in Store"
- ✓ Branding Consistency Across Channels
- ✓ Nurturing Customers and Community
- ✓ Building an Omnichannel

Retail Tip

Research shows that customers using both sales channels are **five times** more profitable than online-only shoppers.

WITH NEXSIGNS DIGITAL SIGNAGE, YOU CAN:

01 CREATE A Lasting Impression.

02 CONNECT Online and In-Store Data.

03 FUTURE-PROOF Your Retail Store.

GET A FREE CONSULTATION TODAY!