

# GETTING SHOPPING SATISFACTION

Sure, today's consumers—especially millennials—blend their buying online and off. But even young shoppers find brick-and-mortar shopping more satisfying than clicking to a cart.

**54%**

rate in-store shopping experiences as emotionally satisfying.

Webrooming helps store sales with

**36%**

buying in bricks and mortar after online exploration

Service matters...

**94%**

say a store associate's help is important in feeling confident they chose the correct product.

**50%**

say convenience really matters, with online winning for convenience, speed and simplicity.