

Keep Buyers Online and Out of Competitor's Stores

The online shopping experience poses not only a significant sales opportunity, but also a huge opportunity cost for retailers who neglect it.

The surprising truth about buyer proximity

In a recent survey, Bizrate Insights found that 70% of online buyers don't live near a brick-and-mortar location of the retailers whose products they were purchasing online. Yet 28% of online buyers visited a store—most often a competitors' store—during their path to purchase.



This staggering number reminds retailers of the importance of making their online shopping experience smooth enough to improve, if not even replace, the experience of shopping in-person.

"Without a solid brick-and-mortar presence, retailers risk losing sales unless they reduce obstacles to purchase online; a good online experience includes sizing & styling tools, affordable shipping and simple returns."

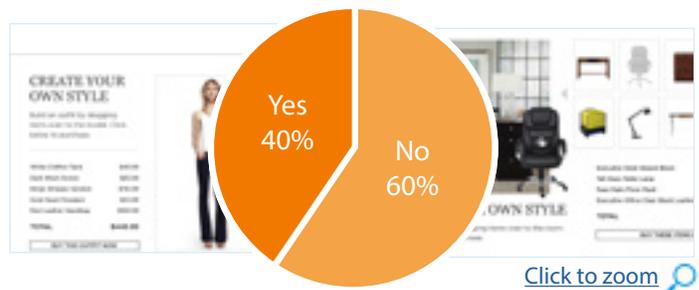
- **Hayley Silver**

Vice President, Bizrate Insights  

Reducing buyer reliance on in-person shopping

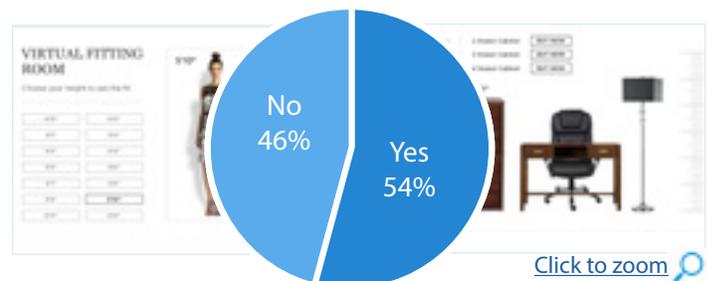
Bizrate Insights found that a simple styling tool can help 40% of buyers purchase online without needing to visit a retail store.

Q: Would a styling tool similar to this one help you buy online without first needing to go to a retail store?



The survey found that a sizing tool was even *more* effective in decreasing dependence on retail stores.

Q: Would a sizing tool similar to this one help you buy online without first needing to go to a retail store?



Action Steps for Retailers

Considering the overwhelming number of customers who don't live close enough to visit your nearest brick-and-mortar location, here are some tips for reducing buyer reliance on in-person shopping.

1. Create a **styling tool** that helps buyers envision their life with your products using drag-and-drop visualizations and product pairings.
2. Offer a **sizing tool** that helps buyers measure the exact size or fit of the product that meets their particular needs.
3. If you already provide online sizing and styling tools, improve them by collecting **satisfaction information and feedback**. Learn more on how you can do this [here](#).

About this report:

This Bizrate Insights Hot Topic Study, the Omnichannel Path to Purchase, was conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 e-commerce retailers in the US and Canada. Data was collected from 277,637 online buyers from November 26 - December 31, 2014.