Retail Footfall Benchmark

Economic indicators suggest that **consumer caution looks set to increase**. This means being **top of mind becomes more important**, and increasing mixed-commerce behaviour means you have to be top of mind **all the way to the checkout** - whether in-store or online.

01. Forecasting Frugality

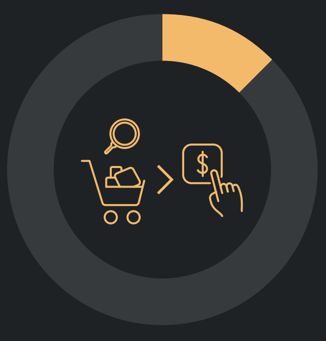
As wages grow slower than prices do, disposable income will get more and more squeezed. Add in the impending interest rate increase, and the battle for brands to remain first choice will continue to intensify as shoppers look to justify outgoings.

- ⬆ Everyday Prices
- ⬆ Interest Rates
- ⬇ Disposable Income
- ⬇ Consumer Confidence

02. Blurred lines

So, how do we identify those consumers still out spending? We collect Device IDs seen in-store - both yours, and your competitors'. And people are still shopping in-store, with £86 in every £100 spent in bricks and mortar retail. Showrooming has been exaggerated, with just 12% of Gen Z agreeing that they research in-store before buying online, and 32% agreeing they do the opposite.

Showrooming vs Web-rooming



14%
research **in-store**, then **purchase online** (showrooming)

25%
research **online**, then **purchase in-store** (web-rooming)

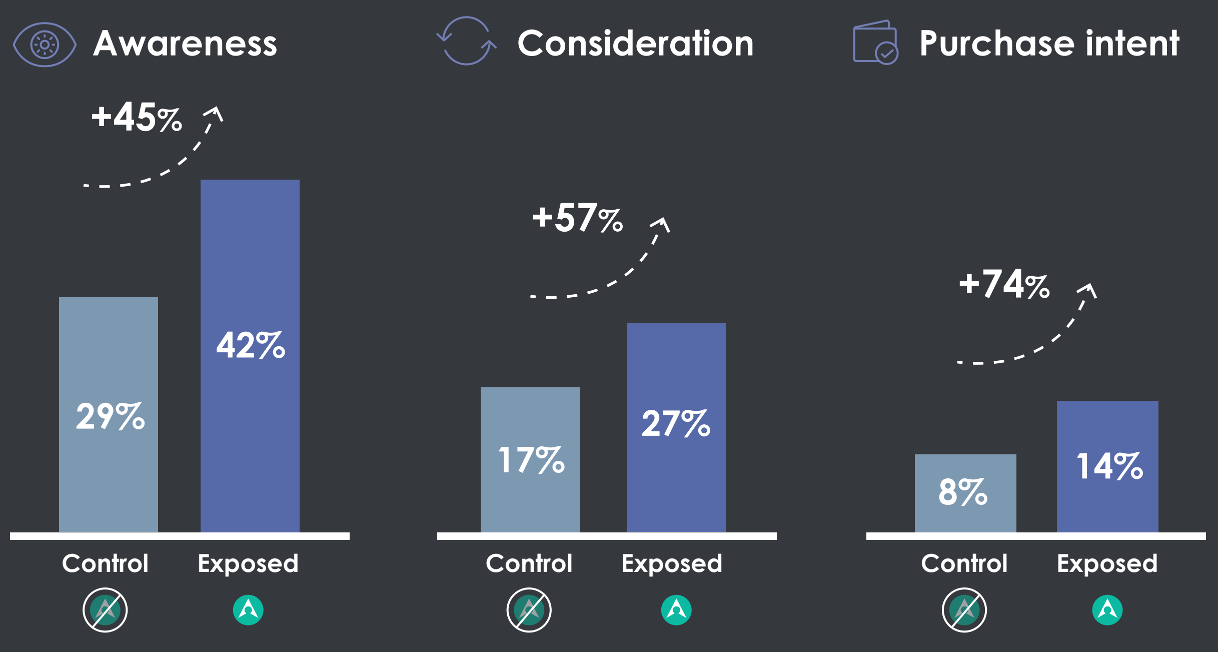
Clothing and footwear

1/4
purchase journeys are conducted **entirely online**

1/3
purchase journeys are conducted **entirely in-store**

03. Pre-store vs. In-store

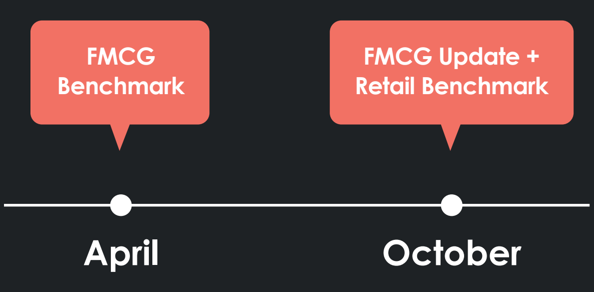
Based on **36 campaigns** where Blis' impact was independently measured, we can see a positive effect at all stages of the purchase funnel, but especially when converting Consideration to Intent - the final hurdle before transaction.

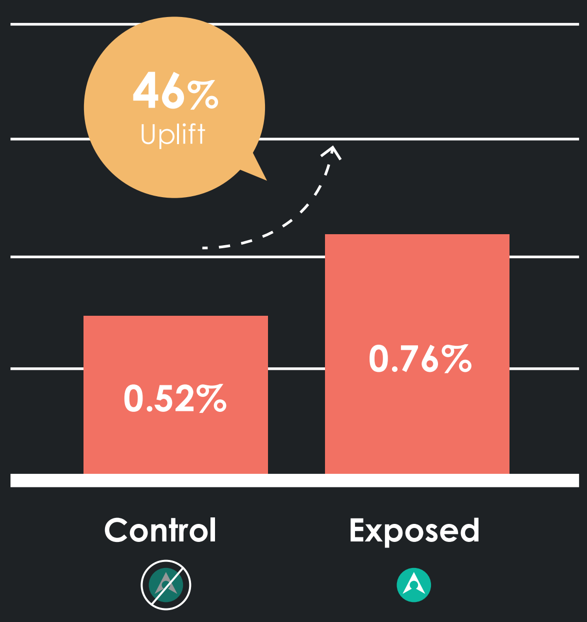


04. Retail Footfall Benchmark

Based on **250MN impressions** across **100 campaigns**

Blis has created the Footfall Benchmark





Contact us:

For more information on **methodology, footfall attribution and how we can help your brand.**

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Sources:
01. Forecasting Frugality | Bloomberg / Office for National Statistics / Nielsen / Bank of England
02. Blurred Lines | Office for National Statistics / Google Consumer Barometer (All Adults)
03. Pre-store vs. In-store | OnDevice Research Brand Uplift Studies (n = 36 campaigns)
04. Retail Footfall Benchmark | Blis A/B Footfall Test Database (n = 97 campaigns)