

Upsell Your BOPIS Traffic with Targeted Offers

Retail Market Realities

90%

of retailers plan to implement buy online, pick up in-store/BOPIS/BOPUS/click-and-collect by 2021

Source: Retail TouchPoints

48%

of consumers believe offers that are better than what anyone else can get based on their loyalty to a retailer are **absolutely essential**

Source: Setting the Bar: Global Customer Experience Trends, 2019

2X

Last year, the number of **locations offering BOPIS nearly doubled** among leading US grocery retailers

Source: eMarketer

Impact of BOPIS



Sales can increase drastically by **delivering targeted offers** to BOPIS traffic



You can plan for **increased in-store conversion rates** with the right technology



BOPIS traffic keeps increasing and it will peak during the holidays again

Do the Math

Upsell Your BOPIS Traffic

Here is an example of the **net new sales** potential a retailer can achieve by **delivering targeted offers** to BOPIS customers with [Oracle Retail Customer Engagement](#) and [Offer Optimization](#).

\$101B Retailer's Net Sales

Customer 1.6M Transactions



Online

6.7%	\$6.7B	107M
Online Sales % of Net Sales	Online Net Sales	Online Order Transactions
48M	21%	45%
Traffic Due to Online Orders	Online Sales Channel Increase	Orders Picked Up at Store

Number of Stores for BOPIS: 2K

Targeted Offers for BOPIS Based on Customer Engagement Data: 241M

5% Conversion Rate

12M New Transactions

\$761M New Net Sales

Attributed to Targeted Offer Presented to BOPIS Customer upon Store Visit for Order Pick Up

Define Your BOPIS Traffic Strategy



[Learn more about the Inherent Value of Identified Traffic](#)



[Request a Demo of Oracle's Platform for Modern Retail](#)

