Upsell Your BOPIS Traffic with Targeted Offers

Retail Market Realities

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48% of consumers believe offers that are better than what anyone else can get based on their loyalty to a retailer are absolutely essential.


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.

1.6M Customer Transactions.

$6.7B Average Ticket.

6.7% Online Sales % of Net Sales.

$63 Average Ticket.

107M Online Order Transactions.

48M Traffic Due to Online Orders.

21% Online Sales Channel Increase.

45% Orders Picked Up at Store.

2K Number of Stores for BOPIS.

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

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.

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