



# Stratus™

## Give Consumers What They Want - Buy Online Pick Up in Store

Discover why clear signage is so important to your business' program.



**55%** OF CONSUMERS

say they've used some form of curbside pickup 1-2 times per week since COVID-19.



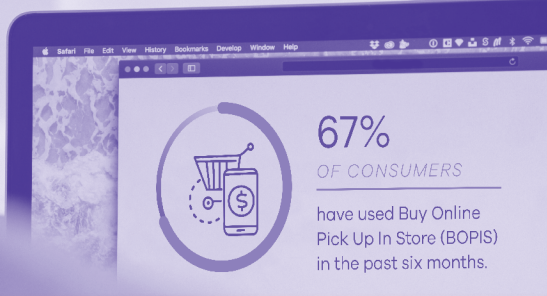
**87%** OF CONSUMERS

think brands should continue to offer curbside pickup to limit the need for in-person visits.



**77%** OF CONSUMERS

report that the amount of time they are required to interact in-person at a business will factor into their decision of whether or not they visit the business.



**49%** OF SHOPPERS

say they have made additional purchases while picking up their items in-store.



**50%** OF RESPONDENTS

have decided where to shop online based on whether or not they could pick up in-store.



**27%** OF BOPIS LOCATIONS

are poorly marked or difficult to find.



**GenX & Boomers**

rely more on signage when picking up curbside vs. GenZ and Millennials who rely on app/web instructions.

Get in touch with us!

888 . 503 . 1569

[stratusunlimited.com](https://stratusunlimited.com)



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