

# THE PHYGITAL REVOLUTION

TRANSFORMING  
CONVENIENCE & RETAIL

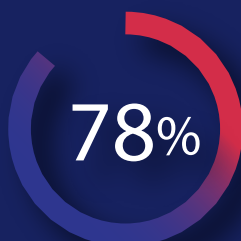


Phygital combines the best of the digital **AND** brick-and-mortar experience.

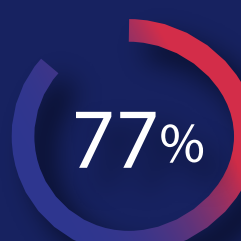


## CONSUMER BEHAVIOR

80% of the US population has a smartphone but still shops **IN-STORE**.



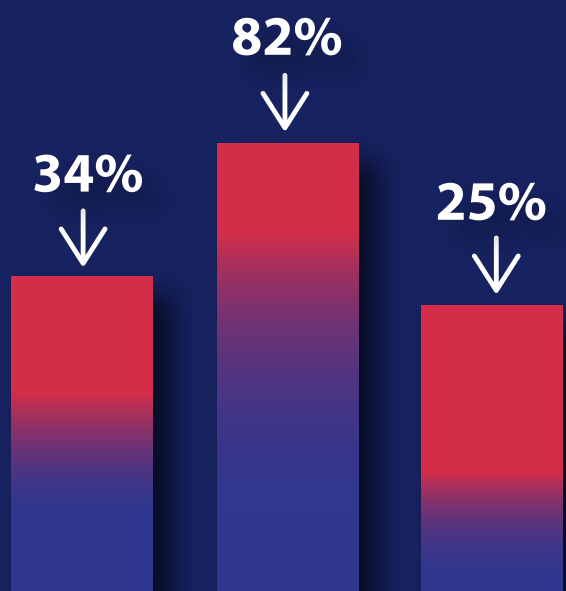
Over 78% of purchases will still be made in-store by 2024.



77% of consumers have changed the way they shop to a mixture of digital and physical.



## SMARTPHONES INFLUENCE PHYSICAL SALES

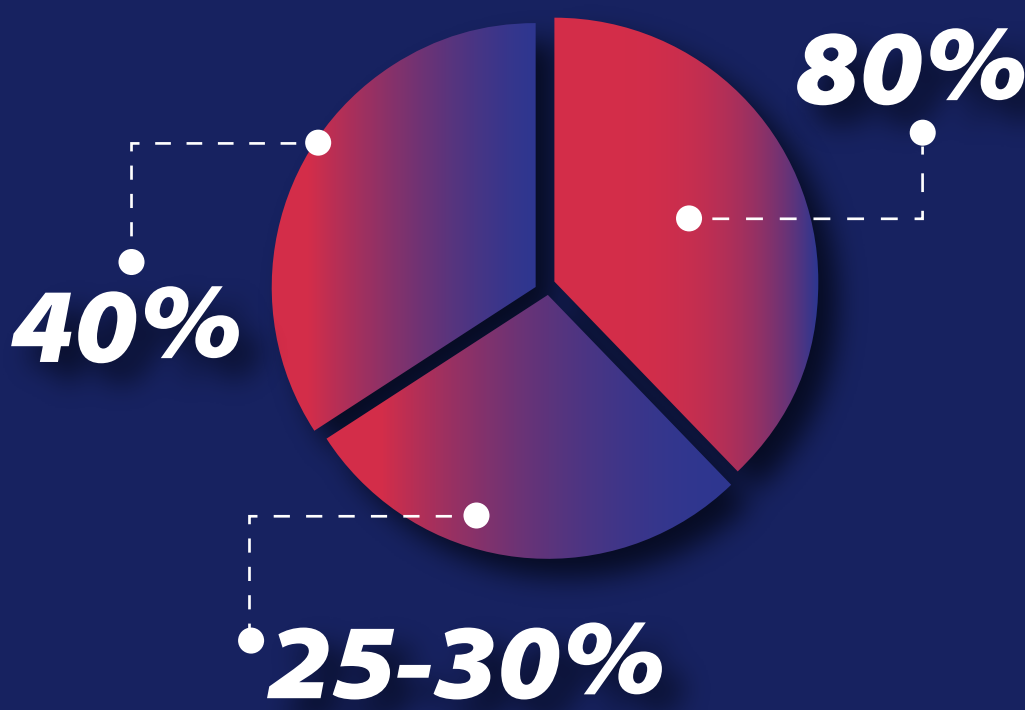


- Over 34% of consumers use their smartphones to help them shop in physical stores (such as locating products in aisle numbers or checking availability.)
- 82% of consumers check their phones in-store for reviews and pricing before making a purchase.
- 25% have changed their mind in the checkout line after looking up details on their phone.



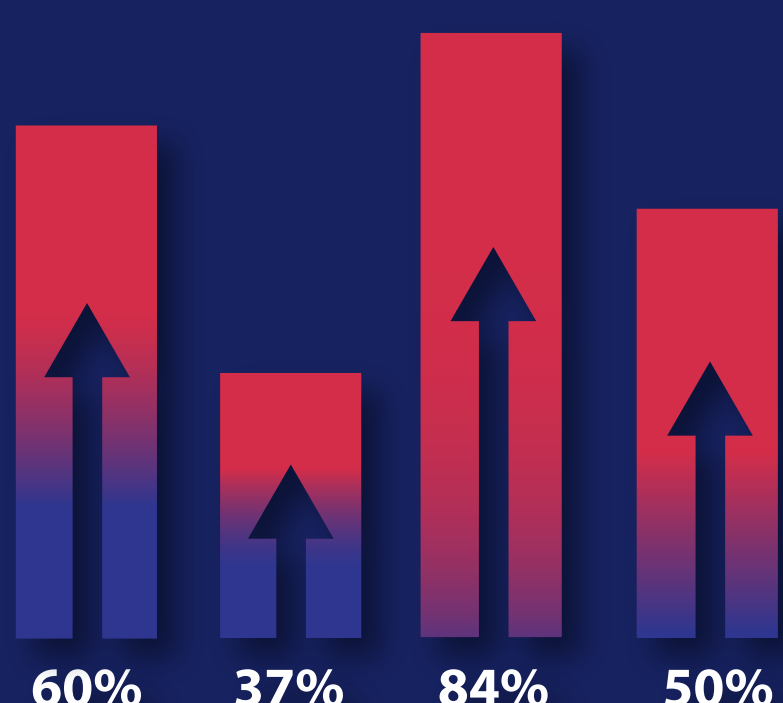
## CASH + SELF-SERVICE = SALES

- 80% of shoppers prefer a self-service option.
- 25-30% of fuel sales made in cash.
- 40% of c-store purchases are made in cash.



BUY

## LEVERAGING LOYALTY



- 60% of loyalty program users say they have a better experience.
- 37% of consumers spend more with brands that have loyalty programs.
- 84% of consumers are stickier with brands that have loyalty apps.
- 50% + of loyalty customers recommend their brand to others.



## READY TO EMBRACE THE PHYGITAL REVOLUTION?

Visit [www.cdlatm.com](http://www.cdlatm.com) to learn more about the Bank In A Box Self-Service Kiosk + Loyalty Integration.

