

# Reaching your customers on their path to purchase

Did you know...



**80%** start online

with the majority using a search engine to learn about products, price and consumer reviews.



**72%** research in store

visiting two to three unique retailers to experience the product first hand.



**43%** look online for financing

and many think it is very important for retailers to offer this information on their websites.



**88%** purchase in-person

proving that brick and mortar stores and customer relationships still play a critical role when it comes to making the final purchase.

Use these resources to...

**attract customers to your website** [click to explore](#)

- [Improve your online marketing with Digital Marketing Toolkit](#)
- [Search Engine Optimization \(SEO\) tips](#)
- [Improve your website to drive traffic](#)
- [Drive customer traffic](#)

**enhance the shopping experience** [click to explore](#)

- [Convert store traffic into sales with signage](#)
- [Merchandise your store—signage basics](#)
- [Turn traffic and leads into sales](#)

**feature financing on your website** [click to explore](#)

- [Convert web traffic into sales](#)
- [Integrate financing online](#)
- [Feature financing on your website](#)

**make the sale** [click to explore](#)

- [Train your team](#)
- [Steps for successful selling](#)
- [Sell with financing, get the basics](#)

From researching online to buying from you, this path will help you utilize Synchrony Financial resources to capture more customers and increase sales.

Get started by visiting [Digital Marketing Toolkit at SynchronyBusiness.com](#)



Omni-channel customers<sup>^</sup> spend about

**30%**

more than a customer who shops in-store only.

<sup>^</sup>Omni-channel consumers want a seamless and consistent experience, simultaneously across all channels.