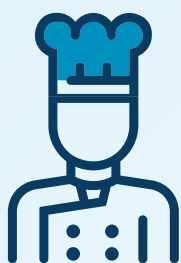


5 REASONS

EXPERIENTIAL MARKETING MATTERS FOR RETAIL



94% of shoppers report **events have influenced** their decisions to purchase products¹

78% of shoppers **repurchase products** they learned about at events or experiences¹



74% of shoppers said **in-store experiences would improve** their time while shopping²

73% of shoppers reported they are **more likely to purchase** a product if they can try it first²



57% of shoppers are **likely to shop** for groceries at a store that offers an experience²