

# Say hello to BIPO

## Browse In-Store, Purchase Online

For those occasions where a customer browses in store and purchases online (BIPO), recognise the contribution of staff

### Why can't Store Associates be rewarded for BIPO today?

**ACCESS TO  
ENDLESS AISLE**

No visibility of items in other channels

**RECORD SHOPPER  
PREFERENCES**

Unable to create a digital basket in-store

**SHARE IN-STORE  
BASKETS ONLINE**

Can't share in-store basket with e-com

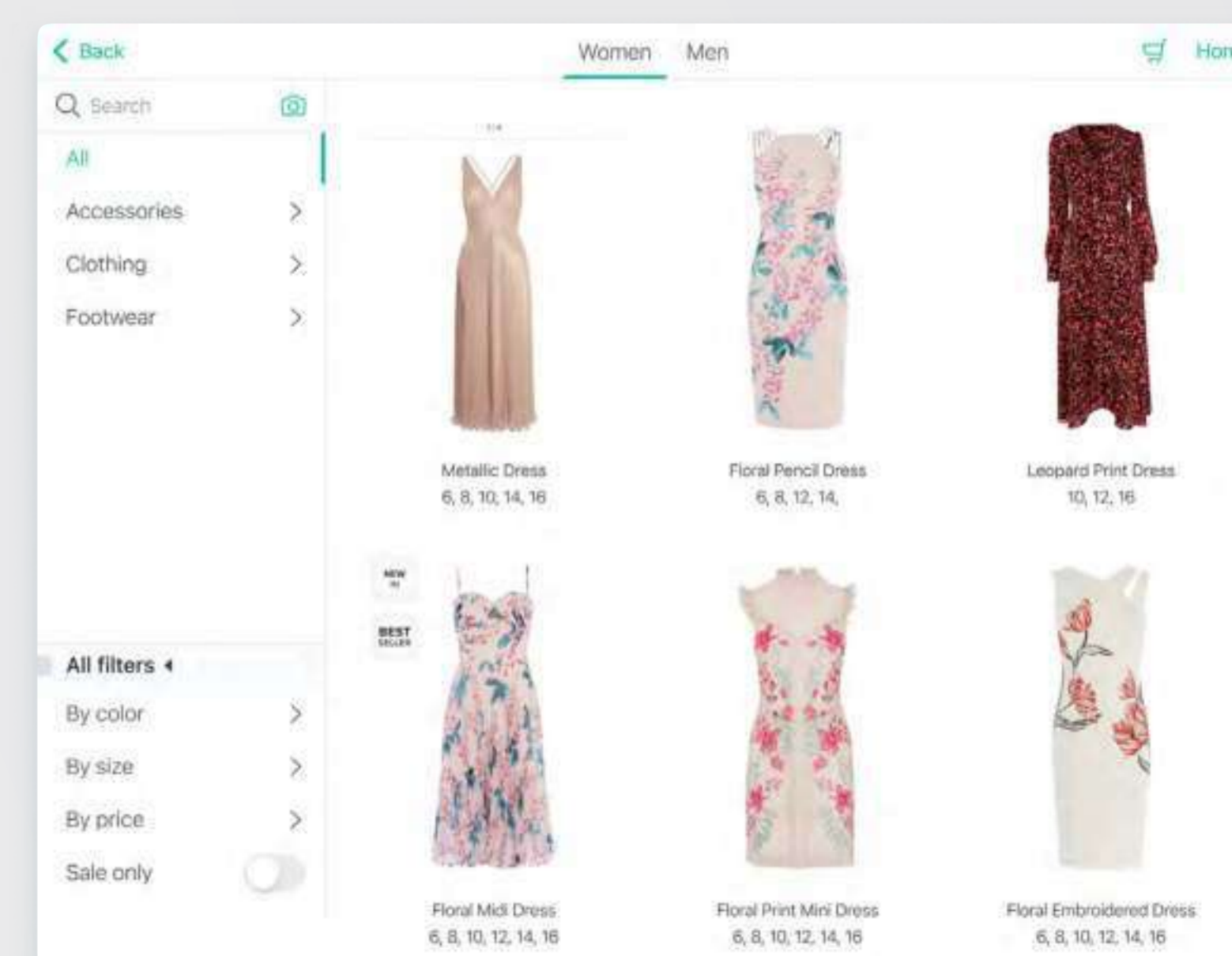
**ATTRIBUTE SALES  
TO STORE VISIT**

Online purchases do not track back to store

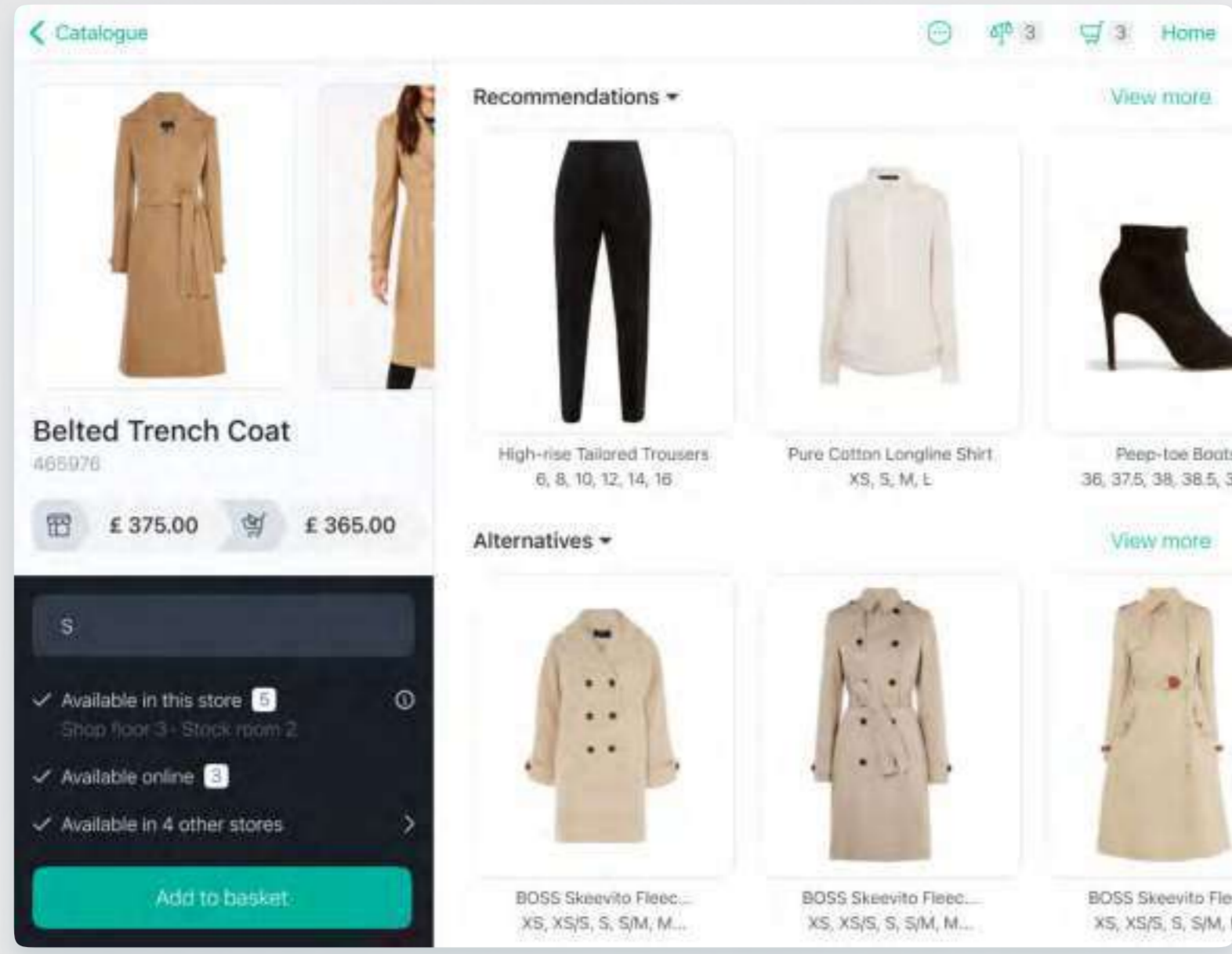
### The Answer: A Single In-Store App to Support BIPO

## Access Endless Aisle for Omnichannel Browsing

Effortlessly guide shoppers with product descriptions, availability and expert advice.



Trusted by:

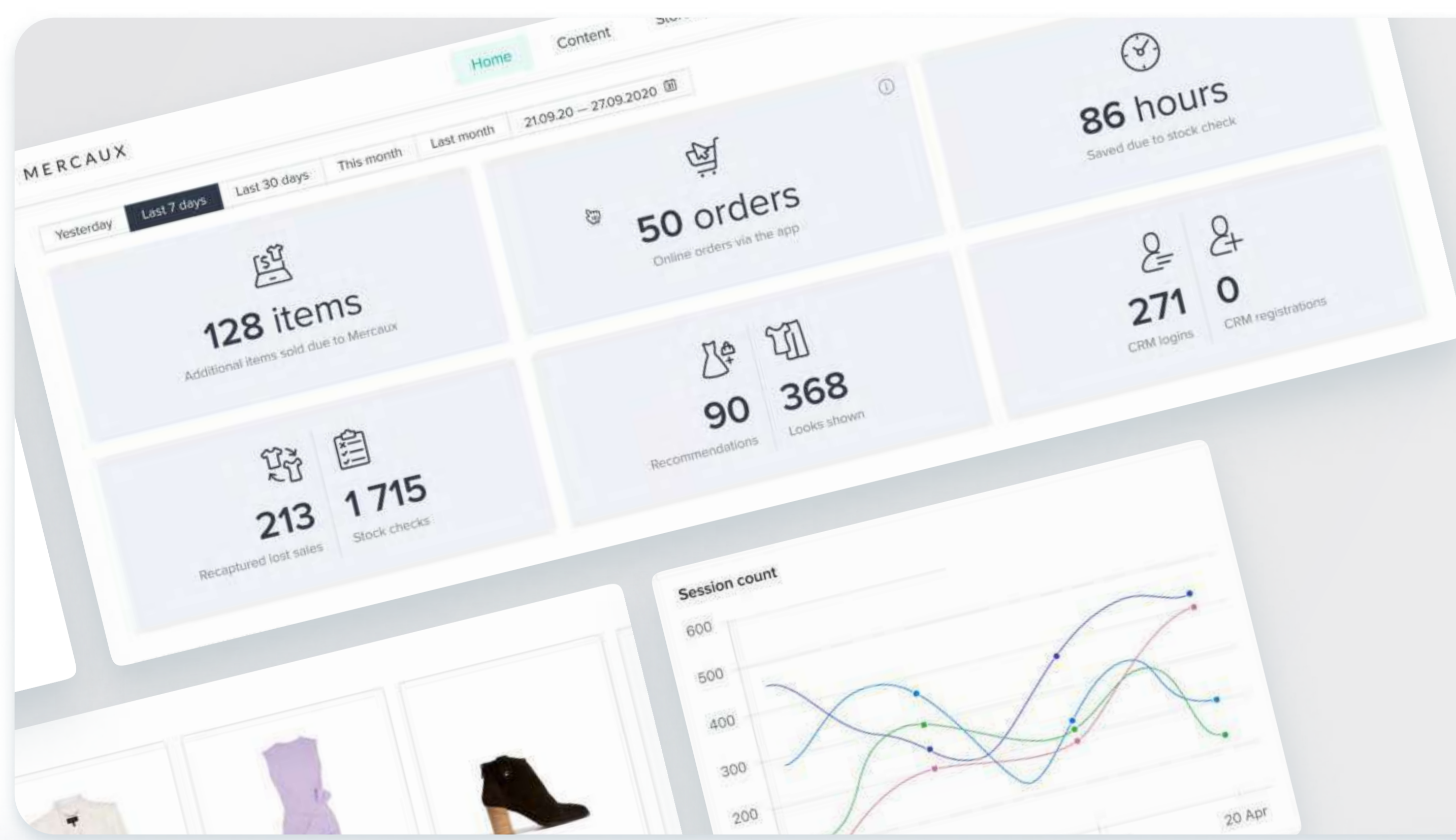
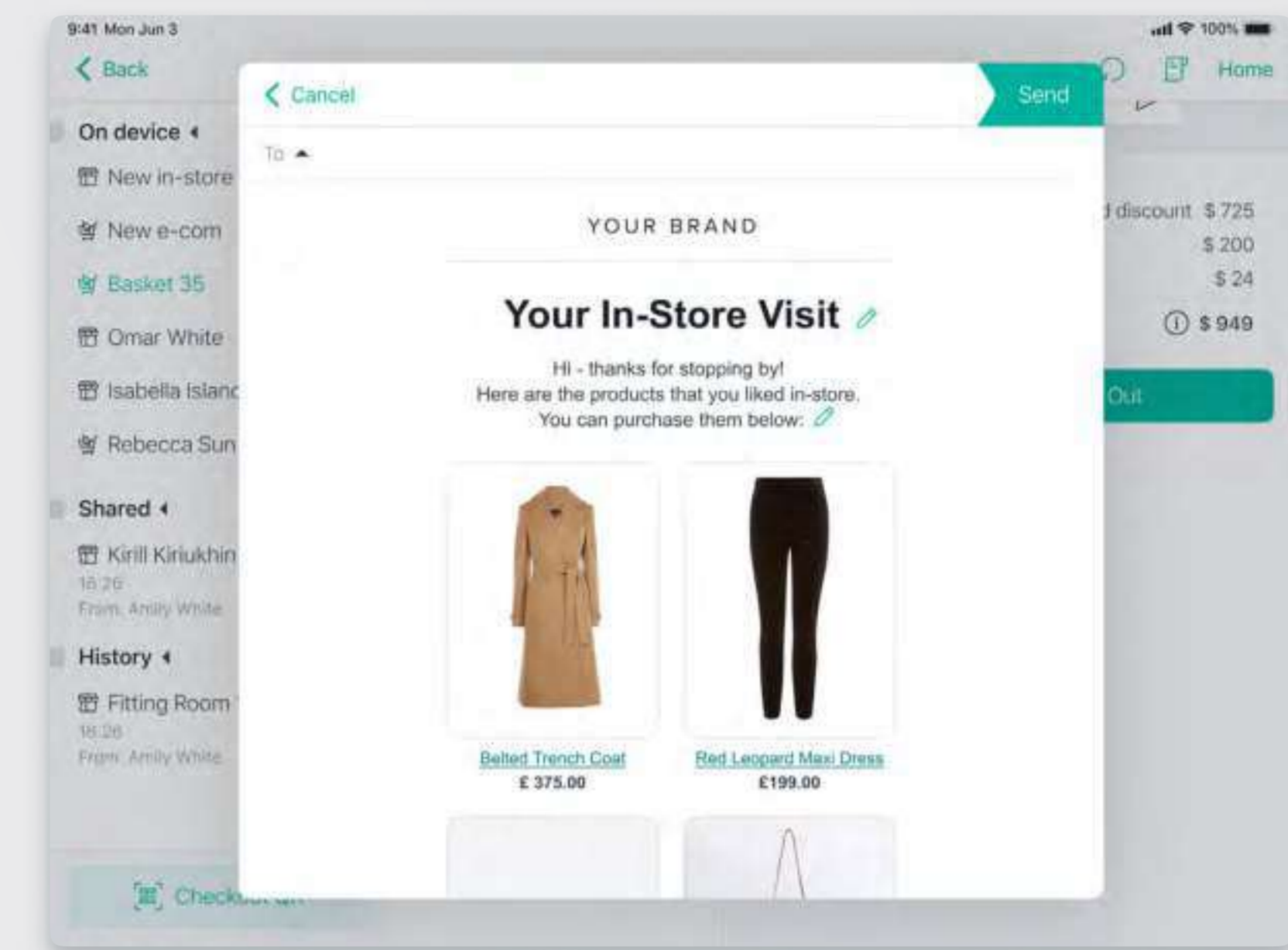


## Add Items to Digital Basket

Shoppers add items they like from browsing in-store into a digital basket

## Share with Customer for Purchase Online

Save in-store basket to customer e-com profile, or send via email/ WhatsApp/ SMS to purchase.



## Attribute back to Store Associate

Report & reward online purchases that have been supported by Store Associates

## Easy to Integrate. Easy to Use

- **Commercial Benefits** - higher conversion and basket size by facilitating and tracking true omnichannel sales that originate in-store and complete online.
- **Speed of Deployment** - with access to your product feeds we can be live in your stores in as little as 2-4 weeks.
- **Staff Empowerment** - provide store employees with tools that make their life easier in-store, and provides additional opportunity to be rewarded for sales that take place online
- **Flexible Single App** - just one app for staff, with various configurable modules aligned to business needs and readiness.

## Selected Commerce Partners:



To arrange a demo, [email Shaun Britton](#), or [click here](#) to book a meeting .

Or visit Mercaux here:

