

# 90% of Showroomers are Webroomers: Presents New Opportunity for SMBs According to Merchant Warehouse

BOSTON, MA, USA, May 12, 2014 /EINPresswire.com/ -- While a majority of consumers have browsed in-store and purchased online, even more browse online before buying in-store, allowing proactive retailers to update their existing marketing and web presence to significantly increase in-store sales.

Merchant Warehouse just released their latest update, focused on the emergence of "[webrooming](#)" as a powerful insight and tool for retailers to increase in-store sales. Current data suggests that while close to 50 percent of consumers have "showroomed" or purchased an item online after browsing for the item in a store, nearly 66 percent of customers have "webroomed", or researched an item online before going out to purchase in a store. However despite these numbers, many retailers have failed to capitalize to date.



"A Retailer's Guide to Webrooming", now available in the Merchant Warehouse Resource Center, examines the data behind webrooming and [showrooming](#) and where retailers are missing the mark. When asked to review their shopping habits nearly 9 in 10 "showroomers" identified that they had purchased an item in-store after first researching it online; while many retailers are trying to update their business practices to combat customers who browse in-store and purchasing online, their biggest gains can be made by focusing on developing a richer web experience and business practices that encourage and promote shoppers to visit their store following an online search. To aid in understanding what updates need to be made the infographic examines common responses from webroomers on their reasons for purchasing the item in-store rather than online, with tips on specific changes small business owners can leverage.

Business owners who are interested in learning more about "webrooming" and how they can update their business practices to take advantage, should visit Merchant Warehouse at <http://merchantwarehouse.com/a-retailers-guide-to-webrooming> to view the full update.

Merchant Warehouse is a leading provider of payment technologies and merchant services. The company's solutions enable merchants to more effectively connect and engage with their customers regardless of how, where, or when they choose to shop. Merchant Warehouse's flagship technology solution, the Genius™ Customer Engagement Platform™, supports both traditional and new payment types, including mobile commerce, from a single countertop acceptance device. Merchant Warehouse is one of the fastest growing payment technology companies in North America.

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