



From Offline to Online: Guide to Bringing In-Store Customers into the Digital World





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The Importance of Offline and Online Data Integration

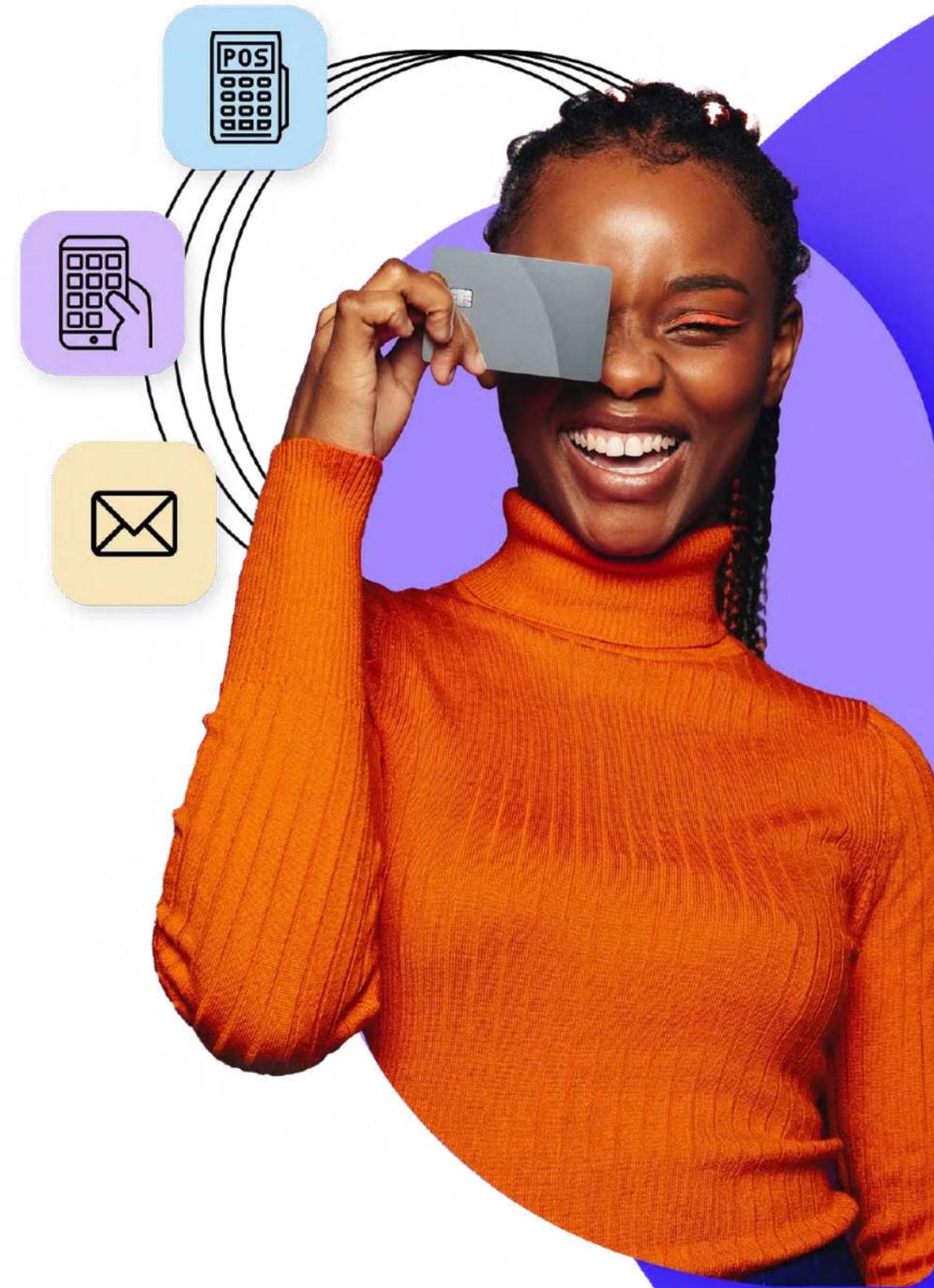
Digital transformation has become a necessity for physical retail. However, businesses with high in-store customer traffic cannot fully leverage their potential if they fail to properly integrate with the digital ecosystem.

So, how can we bring offline customers into the online world?

In this guide, **we will go through step by step how to transfer the customer journey that starts in your store into digital channels.**



Checkout Counter Strategies



Checkout Counter Strategies

1. Driving Customers Online Through POS Integration

Collect SMS opt-in at the checkout for marketing campaigns

Obtain email consent at the checkout for marketing campaigns

To encourage SMS or email opt-ins, you may offer an instant discount at the time of purchase.

Alternatively, provide a discount or coupon valid for the customer's first online purchase after they grant permission.



Checkout Counter Strategies

2. Driving App Downloads by Adding a QR Code to Receipts

A QR code can be added to receipts given to customers at checkout, directing them to download the app.

When customers download the brand's app and scan the QR code, their in-store purchases are recorded digitally and they can access their receipts through the app.

This allows them to complete returns and exchanges later without worrying about losing their paper receipts.



Checkout Counter Strategies

3. Defining a Discount for App Downloads

Customers at the checkout are informed that first-time app downloaders can benefit from a special discount.

When customers download the app, offering a discount that they can use immediately for their in-store purchase or on their first purchase through the app can be a strong incentive.

Marka App'ini
indir, kasada
anında
**%10 indirim
kazan!**

İlk online
siparişinde
kullanmak için
**100 TL
kuponun
hazır!**

App'i indir,
mağazada
**sürpriz
indirimleri
yakala!**



Checkout Counter Strategies

4. Earning Points by Enrolling Customers in the Loyalty Program

During payment, collect email or phone information to enroll customers in the Loyalty Program. You can proceed via CRM ID or Loyalty ID. If you use CRM ID, offline and online CRM IDs must match.

When customers join the loyalty program, they can earn discounts and coupons proportional to their spending and benefit from exclusive campaigns. Allowing customers to earn points from both online and offline purchases increases long term engagement and loyalty.



When integrating offline and online data, it is important to define a shared customer identifier used in both environments. This identifier can be an email address, phone number, or customer number.



Email



Phone Number



Customer ID

Checkout Counter Strategies

5. Offering Extended Warranty or Return Period

Especially in the technology sector, extended warranty periods for certain products can be an important decision factor for customers.

In different industries, return periods can also be extended depending on the product category.

Presenting these benefits as exclusive perks for members during checkout encourages non-members to sign up on the spot.



Sadece
üyeler için:
iade süren
30 güne
uzasın!

Üye ol,
3 ay
ek garanti
kazan!



Checkout Counter Strategies

6. Gamification for Customers

Who Do Not Prefer Sharing Phone or Email

For customers who do not want to share their phone number or create an account at checkout, you can design a gamified experience exclusively for in-store shoppers.

Direct them to a campaign landing page via a receipt or a QR code displayed at the checkout. Ask participants who join the game, such as spinning a wheel, to enter their email or phone number to receive their discount code.

When the discount code is valid only online or in the app, customers are more likely to take action to avoid missing the offer.



Incentive Scenarios to Push Shoppers to Online Channels



Strategies for In-Store Browsers

1. Gamification at Kiosks

By placing kiosks in your store, you can offer discounts, coupons, or interactive game experiences to collect phone numbers and email addresses.

You create engaging, experience-driven touchpoints that encourage both existing and new customers to share their information.

Oyna & kazan!

Online alışverişlerinde kuponlarını kullan.



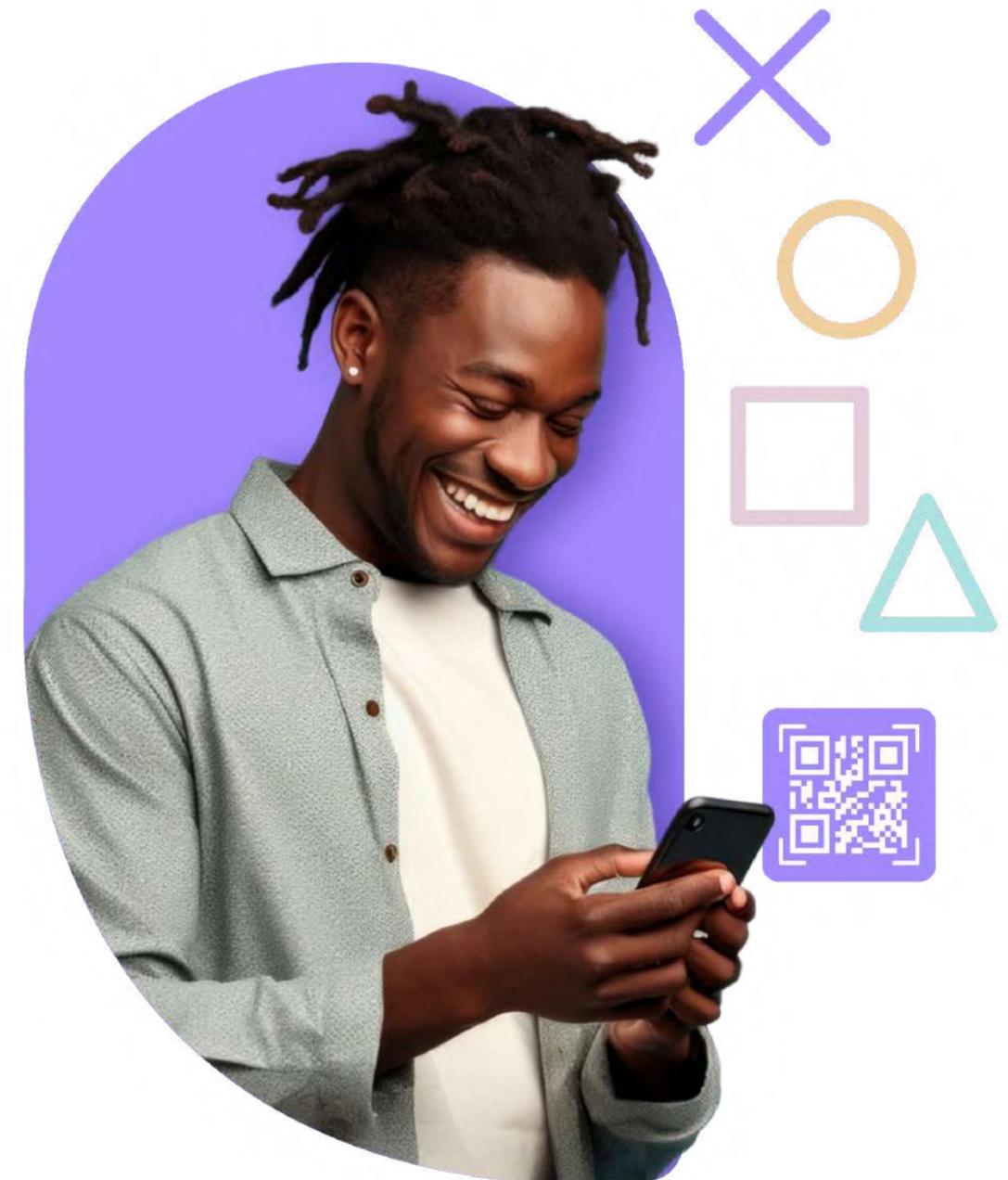
Strategies for In-Store Visitors

2. In-Store Physical Gamification

By placing QR codes around the store, you can offer game-based promotions and direct customers to different digital channels when they enter their information or sign up.

Different QR codes can reveal different surprises and discounts. By limiting participation to one entry per store visit, you can increase excitement around which reward customers will win.

This in-store gamification setup motivates all visitors through curiosity and the desire to win. To unlock surprises, customers are encouraged to share their information before even reaching the checkout.



Mağaza Gezginleri İçin Stratejiler

3. Hidden Discount Tags

You can offer online-only discounts for selected products available in-store. The discount rate can be exclusive to registered users.

By placing a QR code on the product tag, you can direct customers to your website or app. This encourages customers who see the product in-store to complete their discounted purchase online and become registered users.

Especially for high-priced products, offering exclusive online discounts can create a stronger incentive and drive digital conversion.



**Bu ürün
online'da
%20
indirimli!
Sadece
üyelere özel!**

In-Store Visitor Strategies

4. Endless Aisle

You can direct customers to online inventory for products that are not available in-store and enable them to place an order instantly.

This approach benefits customers who already have an online membership and also encourages non-registered shoppers to sign up to complete their purchase.



In-Store Visitor Strategies

5. Driving Online Traffic During Store Closed Hours

For customers who visit your store outside of operating hours or pass by the storefront, you can use QR codes, tags, and window displays to direct them to your website or mobile app.



Gece alışverişi mi?
**Şimdi App'i indir,
%15 indirim
senin olsun!** ✦

Vitrindeki ürünleri
online'da satın al.
**QR'ı tara,
hemen
ulaş!**



Four Practical Steps for Implementation

- 1 Assess Your Current Situation**
Review the touchpoints you have with customers in your store. Which channels are you actively using, such as phone, email, or QR codes?
- 2 Decide Which Methods to Apply**
Choose the strategies that best fit your business. Will you encourage sign-ups during checkout, or implement in-store gamification?
- 3 Encourage and Optimize Online Engagement**
Create special campaigns for customers you move online. Bring them back to your store with loyalty programs, personalized emails, and push notifications.
- 4 Continuously Improve Using Data**
Analyze which methods deliver better results and optimize your strategies accordingly.



Don't be afraid of change.
Be the #change.

Request Demo

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Moving the customer journey that starts in your store to online channels does more than increase sales. It strengthens your customer data, enables you to deliver personalized experiences, and helps you build long term loyalty.

By connecting the offline and online worlds, you can create a more unified and truly personalized customer experience.