

## 70% of Buying Decisions Are Made After the Customer Enters Your Store.

### What Kind of Shopping Experience Are You Creating?

<<Date>>

<<FirstName>> <LastName>>

<<Company>>

<<Address1>>

<<City>>, <<State>> <<Zip>>

Dear <<FirstName>>:

In today's "Wal-Mart world," retailers can no longer afford to compete on price alone. While prices must still be competitive, "low price" alone can no longer ensure bottom-line success.

But in order to offer ultra-low prices, many big-box retailers have had to make sacrifices on other fronts. Sacrifices that often lower the quality of the shopping experience.

And considering that customers make 70% of their buying decisions only after they've entered the store, this presents an opportunity for retailers that can optimize the in-store experience through flawless store-level execution.

Our new report, *Keeping the Customer: Three Strategic Imperatives for Optimizing the In-Store Experience*, provides an executive perspective on how retailers can move beyond "low price" to create sustainable differentiation and improved business performance. To request your free copy, go to: <http://www.aldata-solution.com/us/store>

This report is based on extensive research. It's also based on our experience with more than 300 of our retail customers over the last 20 years — including 11 of the top 30 global retailers.

Download this informative report today. It's a quick read, yet packed with eye-opening statistics and thought-provoking ideas.

Sincerely,

Neil Thall  
CEO  
Aldata Solution, Inc.

**P.S.** – "Low price" as a strategy can no longer succeed in today's environment. Retailers today must compete on the quality of the store experience. Our latest report provides an executive perspective on how to meet this challenge.

