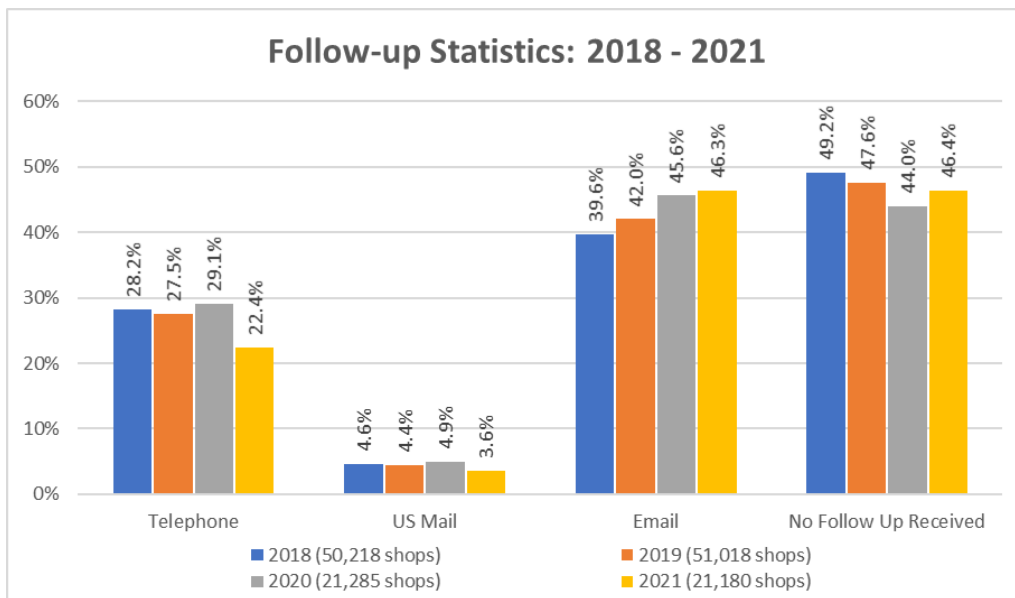


FOLLOW UP TRENDS

Ellis Shopping Report Data 2021

Out of 21,180 onsite shops conducted in 2021...



Phone

2nd most popular method of follow-up

Email

Fastest & least costly method of follow-up

Mail

Least used but most emotionally impactful method of follow-up

Few sales are made on the first contact!

yet Only 46.3% of prospects received an email after their visit

Only 3.6% received a call, note, and email follow-up

and 46% never received any kind of follow up