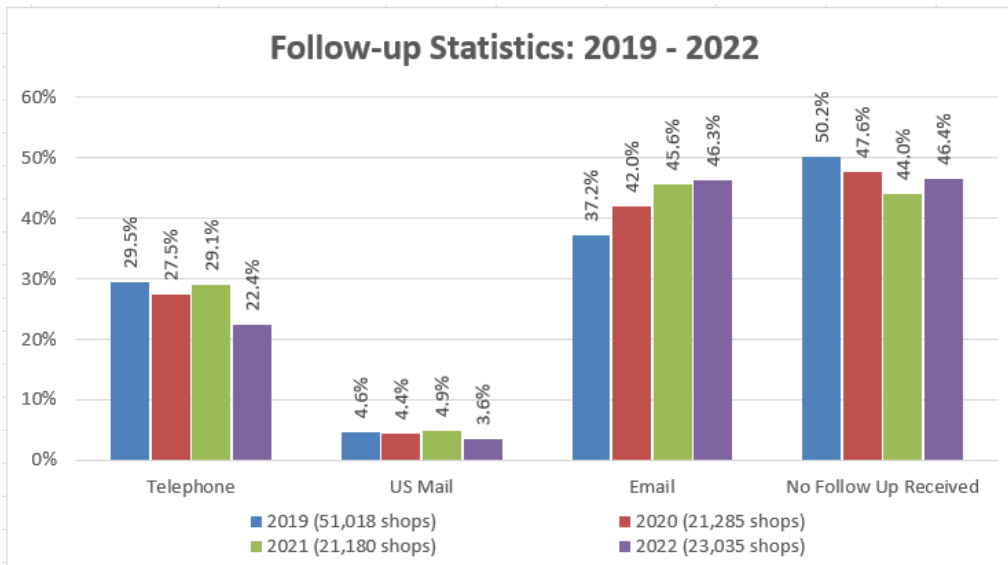


# FOLLOW UP TRENDS

## Ellis Shopping Report Data 2022

Out of 23,035 onsite shops conducted in 2022...



### 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 2.5%** received a call, note, and email follow-up

*and* **46%** never received any kind of follow up