Eager to attract and retain customers, most small merchants extend the shopping experience online. From websites, to eCommerce, to in-store pickup of online orders, they understand how to connect with customers in new ways.

**Today’s Merchants are Virtual Merchants (too)**

- **Websites are Widespread**
  - 86% of merchants have a website
  - 64% of merchants without a website plan to launch one soon

- **Seamless Shopping**
  - 63% offer in-store pickup of online orders

Small merchants recognize that not having a website will cost them customers. Nearly half offer online shopping opportunities.

- **CHA-CHING! eCommerce = Cash**
  - % of small merchants with eCommerce in their revenue mix:
    - Up To 25%
    - 26-50%
    - 51-75%
    - 76-100%

- **Revenue from Website**
  - 45%
  - 30%
  - 16%
  - 9%

Small merchants recognize that not having a website will cost them customers. Nearly half offer online shopping opportunities.

- **Merchants and their customers think alike:** both want a seamless shopping experience that feels relational, not transactional.

**Small Merchants Have Big Opportunities**

Both small merchants and shoppers want to extend and improve the shopping experience. As the ability to deliver a seamless online/offline shopping experience improves, so will the ability of these two audiences to build a more lasting and rewarding relationship.