

HOW PHYGITAL DO YOU WANT TO GET?

At Sandy Alexander we help brands move from clicks to foot traffic with phygital campaigns that bridge strategy and storefront.

34% increases in foot traffic from geo-personalized social ads

2x higher conversion rates for phygital campaigns

50% reduction in abandoned carts with phygital remarking

68% of consumers act on marketing that connects digital & physical

45% of retailers saw higher order value from phygital strategies

3x more engagement from personalized QR codes



METRICS UNLOCKED

- **Foot Traffic Increased:** Geo-personalized social ads have led to a 34% boost in in-store visits.
- **Conversion Boosted:** Businesses report up to a 2x lift in conversions when digital triggers sync with physical experiences.
- **Cart Abandonment Reduced:** Phygital remarketing strategies have cut abandoned carts by 50%.
- **Redemption Rates Improved:** Integrated print and digital coupons generate 30% higher redemption than single-channel efforts.
- **Engagement Amplified:** Personalized QR codes drive up to 3x more interaction than generic ones.
- **Action Driven:** 68% of consumers say they're more likely to act when marketing connects online and offline.
- **Order Value Elevated:** 45% of retail leaders report increased average order value from phygital campaigns.

Let's get phygital and drive results!

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