

SEE IT. FEEL IT. REMEMBER IT.

Sandy Alexander helps brands create immersive in-store experiences that drive deeper connections, loyalty, and measurable results.



85% of consumers are more likely to buy after an experiential activation

70% become repeat customers post-event

89% feel more emotionally connected to brands after attending events



82% of shoppers say the in-store experience is important

65% higher ROI from experiential vs. traditional marketing

METRICS UNLOCKED

- **Boost Engagement:** 89% of consumers say they feel more emotionally connected to a brand after a live experience.
- **Increase Loyalty:** 70% of attendees become repeat customers after participating in an in-store activation.
- **Raise Purchase Intent:** 85% are more likely to make a purchase following an experiential event.
- **Boost ROI:** Experiential campaigns deliver up to 65% better ROI compared to traditional marketing.
- **Increase Perceived Value:** 82% of shoppers say the in-store experience is "important" or "very important" to their buying decision.



Sandy Alexander. Where experiences happen in person - on purpose.