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# MARKET FACTS!

MARKET FACT #254

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# 75%

**of Target (the store) guests browse via its app or website WHILE shopping in-store.**

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**COMMENT:** This is something that entrepreneurs and business owners and especially CEOs / CMOs should be aware of: **CUSTOMERS use your “online extension” despite being physically present on-site!** People think such things like Apps or Websites are completely disconnected to the offline infrastructure when in fact, to the end consumer, it's all the same company. And here's something to make you understand this better: “Among Gen Z guests, that figure jumps to 93%” – SOURCE: [E-Marketer](#). So if you have a physical store, don't forget to sync it all to your online store or app or website. It's all ONE kingdom for customers. They want to check for promotion codes, compare etc.

# ***A MESSAGE FOR BRANDS***

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