

7 Crazy Things You Wouldn't Dream of Doing In-Store... But Happen in Your Online Store Every Day



THE MEDIA TRUST
We know digital security.

- 1** Your Security personnel watch your store for 2 minutes every 24 hours.
- 2** Criminals stand by each register, recording each customer's credit card or debit card information (plus pin) as they make a purchase.
- 3** Strangers "help" customers fill out their applications for your loyalty program or store branded credit card.
- 4** Crowds of people you don't know follow your customers around the store, observing and recording their every move.
- 5** Your store systems provide competitors with your customer's personal information... without informing your customer.
- 6** As your customer is about to make a purchase, your competitor leads them out of your store to their store to continue their shopping.
- 7** Bystanders crowd in front of each register, making the wait to pay so long that half the customers leave the store without making a purchase.



How many of these things happen on your online store?

FIND OUT!