



Discover PaladinShop™ Your New Digital Store and More

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Rethinking Online

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WHAT YOU'LL LEARN

- State of our industry
- Don't compete head-on, rethink
- A different approach

State of the industry



- Reality
 - In-store foot traffic is decreasing
 - Industry consolidation
- Consumer behavior
 - 55% of customers shop primarily online
 - 63% of shopping journeys start on Amazon
 - 79% of smartphone owners use their phones to research products
- Cause
 - Smart Phones reward “Moment of inspiration”
 - Tech Giants are perfecting the new reward cycle

Don't compete head-on



- Be smart about tech-giant strong holds
 - Search Optimization is a big challenge
 - Customers use mobile apps to compare prices
 - Getting online is costly and complex
- Keep your best customers happy
 - They want . . .
 - The ability to buy when they have time
 - To pay monthly bills online
 - Access their purchase history online
 - To print past statements online
 - To easily buy frequently purchased items

A different approach



- A system you already know
 - Built into Paladin Point-of-Sale
- Self-service features
 - Pay account balances online
- Complete product information
 - Details for every item from your supplier
- Already built
 - Just add your logo and promote
- Your success comes first
 - All capabilities are included with your Paladin Point of Sale subscription
 - Fees limited to 9% of items purchased online



PaladinShop™

A Guided Tour

Tyler Klein

Operations Director

March 18, 2025

Questions

To learn more, go to <https://paladinshop.com>

This webinar will be available at <https://portal.paladinpos.com/webinars>



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