For Immediate Release

Media Inquiries
David Bishop, Partner, Brick Meets Click
847-722-2732, david.bishop@brickmeetsclick.com
www.brickmeetsclick.com

Grocers Invited to Join Largest eSales Benchmarking Initiative
Insights will help grocers make more informed decisions and drive stronger online performance

Barrington, IL, August 14, 2019 –
Brick Meets Click is kicking off its 2019 eSales benchmarking initiative designed to help brick-and-mortar grocers improve their online sales performance. The initiative delivers much-needed insights, via reports and webinars, that enable companies to make more informed decisions about how they compete for online grocery sales.

This is the largest, independent benchmarking initiative in the industry and has expanded from 19 to 26 store banners since it launched in 2016. Brick Meets Click is inviting grocers who have operated online since at least March 2019 and are able to share data, to participate. The goal is to involve more than 36 banners this year.

“Grocers of all sizes and types are hungry for these insights. And, because there are many ways grocers are competing online, expanding the number of store banners helps to further strengthen the value of the insights,” according to David Bishop, partner and program lead at Brick Meets Click.

The benchmarking is based on retail sales and causal data provided by either the participating grocer or their solution provider. It analyzes sales at the customer and transaction level to understand how the active grocer or their solution provider.

Retailers who want to make more informed decisions about where and how to allocate limited resources to drive stronger results online have several ways to gain insights from this initiative,” Bishop added.

Grocers who share data will receive a special participant report in the Fall, including sales-related metrics that present an enhanced view of their business and comparative benchmarks that put their performance into context. Later, Brick Meets Click will share top-line insights and perspectives via a public webinar and publish an industry report.

For more information about participating in the benchmarking, attending the public webinar, and/or obtaining the industry report, please contact David Bishop at david.bishop@brickmeetsclick.com.

About Grocery IP
Grocery IP is Brick Meets Click’s grocery insight program designed to help brick-and-mortar grocers win more sales online. Grocery IP has two tracks: eSales provides performance benchmarks and insights based on retailer-supplied sales and causal data and eShopper offers a 360° view of U.S. household online grocery usage, spending patterns, and shopping experience, based on proprietary shopper and market research.

About Brick Meets Click
Brick Meets Click is a strategic advisory firm focused specifically on how digital technology and new competitors are changing food marketing and sales. Founded in 2011, its guidance helps retailers, manufacturers, and suppliers adapt and find new sources growth by better understanding the shifts in the marketplace and where opportunities exist to grow sales and profits. Visit www.brickmeetsclick.com to learn more.