BRAVO
STORE SYSTEMS

ROI REPORT 2023
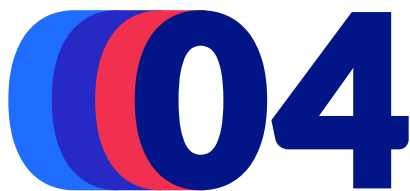
Inside the **Report**
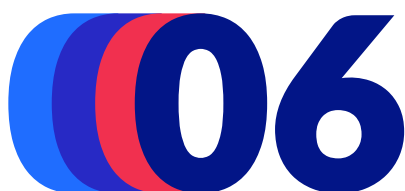
Methodology & Sources

Information and analysis presented in this report is produced using proprietary data from Bravo Store Systems. To protect the anonymity of Bravo customers, data is presented in the form of averages across all Bravo customer locations.

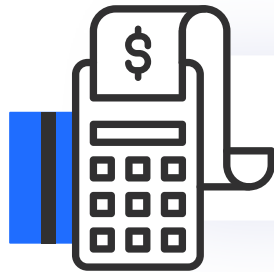Information presented represents data from January 1, 2023 to December 31, 2023 unless otherwise noted.

Bravo Baseline

Before we dive into how products impact Bravo users, let's level-set. Here's a look at how all Bravo customers rocked it out in 2023.

Total Transactions

Total Transactions

12,903 transactions

Loans

Loan Balance Increase

$16,949

Loan Quantity

3,128

Inventory

Inventory Balance Increase

$26,287

Buy Quantity

1,109

Layaway Quantity

493

MobilePawn
Customers

MobilePawn users overall processed

28,446
more transactions

MobilePawn users collect up to **50%** of **monthly payments** effortlessly

While non-users loan balance mostly remained the same, **MobilePawn users increased loan balance by nearly**

$70,000!

Loans that redeemed received **3x more** payments

Loans that defaulted received **9x more** pawn service charge income

MobilePawn users on average sold an extra

$218,878
in store over non-users

MobilePawn users performed nearly **1,000 more layaway transactions** than non-users

MobilePawn Consumers SAVED:

1.3 million hours
Customers have saved an astonishing **1,339,243 hours (about 153 years)** in drive time—time better spent enjoying life

$26 million dollars
Pawn customers have collectively saved **$26,017,017** through **time and gas cost savings**, leaving traditional in-person payment methods in the dust

1.7 million gallons of gas
The adoption of MobilePawn has contributed to saving an eco-conscious **1,785,657** gallons of gas **(about twice the volume of an Olympic-size swimming pool)**

Mobile Messenger
Customers

On average, Mobile Messenger users:

Processed an additional
165 transactions
per week

Achieved
$225,335 more
in-store sales

Completed roughly
350 more
layaways

Gained
217 more active
loan consumers
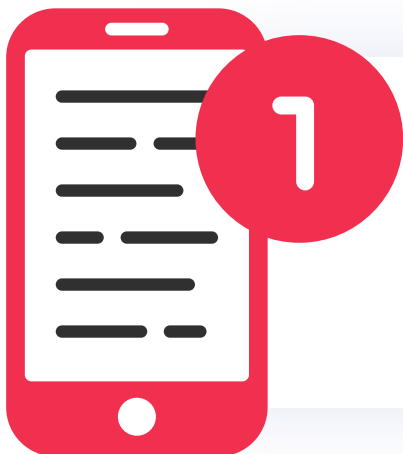
16+ million
text messages sent

5.8 million FREE loan & layaway payment
notifications sent by Bravo

eCommerce
Customers

Loan balance growth was nearly **$17K higher** for eCommerce users

Users experienced a **decrease** in their inventory balance

Non-users saw more than a **$71,000 increase** in inventory carrying cost

$37.2 million in fully integrated eCommerce sales

Average Amount Sold Online:
$99,857

Users on average completed
288 more
firearm transactions

Average eCommerce Sale:
$195

Data includes companies that: were Bravo customers for a minimum of one year, sold at least 50 items in the last 12 months, and were on at least one integrated marketplace.
Data compares: 373 users vs 515 non-users. All figures are based on median calculations unless otherwise indicated.

Multi Product
Customers

Communication and convenience for the WIN!

Multi Product users performed a whopping 28,000 more transactions than non-users!

195% more loans

399% more layaways

428% more buys

261% more in-store sales

Data includes companies that: were Bravo customers for a minimum of one year, are using MobilePawn + eCommerce and/or Mobile Messenger.
Data compares: 621 users vs 233 non-users. All figures are based on median calculations unless otherwise indicated.