

THE DIGITAL SHOPPER:

FROM WINDOW SHOPPING TO PURCHASE

The path to purchase is increasingly digital, but 95% of retail sales still happen in person.¹

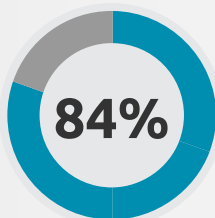
Learn what to put in your digital marketing shopping basket and checkout with the digital shopper's business and brand loyalty.



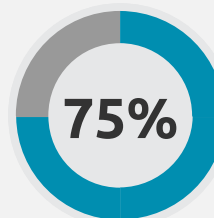
RESEARCHING



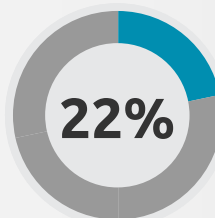
Retail shoppers are digitally savvy



used digital devices for shopping related activities before or during a recent shopping trip²



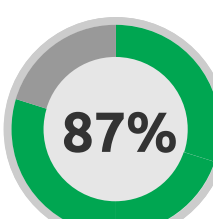
are influenced by product information on social channels²



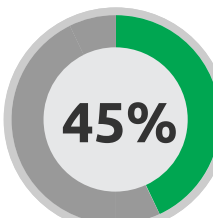
of consumers spend more as a result of using digital²



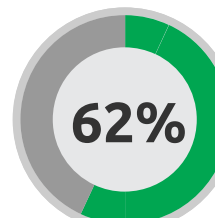
83.1 million millennials representing \$200 billion in annual buying power² rely on technology for purchasing decisions



use 2-3 tech devices at least once every day³



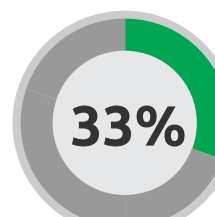
spend at least 1 hour every day viewing retail-oriented sites⁴



are more likely to become a loyal customer if a brand engages with them on social networks³



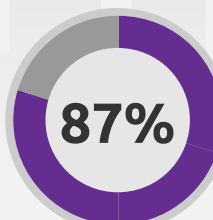
consult the internet at some point in their purchase path⁴



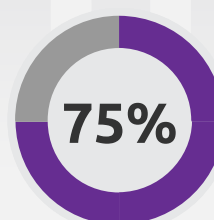
read blogs before making a purchase³

25% Millennials are now the largest and most diverse generation representing more than 25% of the population⁵

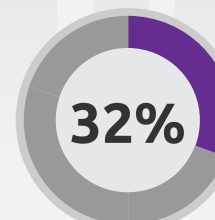
Shoppers are drawn to brick and mortar stores if they also have a digital presence



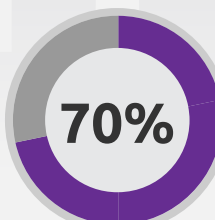
look for information online before visiting a store⁶



who find local information in search results are more likely to visit stores⁷



of consumers visit a store or make a purchase after seeing location-based digital ads¹

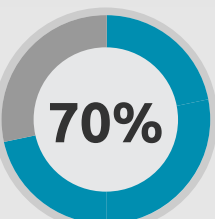


of ad viewers say it's important to have location information in ads¹

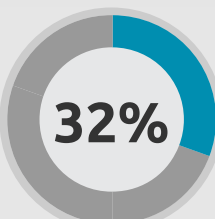


Tip: Digital video viewers are more likely to watch and not skip your ad if it's funny or entertaining⁸

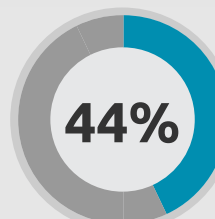
Show, don't just tell your customers with video:



Branded video ad views increased by 70% to 4.19 billion year over year⁸



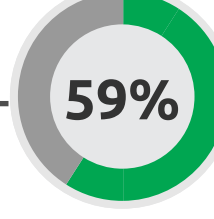
Brand awareness increases by 32% when video ads are viewed for 3 seconds or less⁹



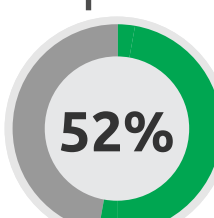
Purchase intent increases by 44% when video ads are viewed for 3 seconds or less⁹

SHOPPING

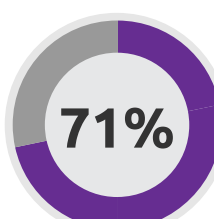
Once they're in your store, consumers continue to use their devices:



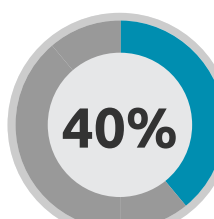
look up item price²



look up product information²



who use their devices for online research say it has become more important to their in-store experience⁵



Consumers who use a device while shopping convert at a 40% higher rate²



80% OF SHOPPERS

are more likely to shop in-store that offer personalized in-store coupons and offers⁵

Sources:

- ¹Measure more: Improving Estimated Total Conversions with store visit insights, Google, 2014
- ²The New Digital Divide: Retailers, shoppers, and the digital influence factor, Deloitte, 2013
- ³10 New Findings About the Millennial Consumer, Forbes, 2015
- ⁴How Millennials Shop Online, eMarketer, 2013
- ⁵Millennials Outnumber Baby Boomers and Are Far More Diverse, Bureau Reports, U.S. Census, 2015
- ⁶Digital Impact on In-Store Shopping: Research Debunks Common Myths, Google, 2014
- ⁷New Research Shows How Digital Connects Shoppers to Local Stores, Think With Google, 2014
- ⁸Put Brand Front and Center for Effective Video Ads, eMarketer, 2015
- ⁹The Value of Video for Brands, Facebook and Nielsen Study, 2015

