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.

84% of consumers are influenced by product information on social channels⁹

75% of consumers spend more as a result of using digital²

22% of consumers are more likely to become a loyal customer if a brand engages with them on social networks³

62% who use 2-3 tech devices at least once every day³

87% that consult the internet at some point in their purchase path⁴

84% of shoppers are drawn to brick and mortar stores if they also have a digital presence⁷

87% who use their devices to look for product information say it has become more important to their in-store experience⁵

71% who use their devices to look up item price²

70% who use their devices to look up item price²

80% of shoppers are more likely to shop in stores that offer personalized in-store coupons and offers²

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

The Digital Shopper: Window from Purchase to Shopping

Retail shoppers are digitally savvy

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

87% use 2-3 tech devices at least once every day³

62% are more likely to become a loyal customer if a brand engages with them on social networks³

62% are more likely to become a loyal customer if a brand engages with them on social networks³

87% spend at least 1 hour every day viewing retail-oriented sites⁴

33% read blogs before making a purchase³

45% spend at least an hour every day viewing visual-oriented sites²

75% of consumers who use a smartphone make a purchase after seeing location-based digital ads³

44% of ad viewers say it’s important to have location information in ads¹

84% used digital devices for shopping-related activities before or during a recent shopping trip³

71% who use their devices to look up item price²

32% of branded video ad views increased by 70% to 4.19 billion year over year⁸

59% look up item price²

52% look up product information²

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

44% Brand awareness increases by 32% when video ads are viewed for 3 seconds or less⁹

32% Branded video ad views increased by 70% to 4.19 billion year over year⁸

71% who use their devices to look up item price²

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

80% of shoppers are more likely to shop in stores that offer personalized in-store coupons and offers²

84% who find local information in search results are more likely to visit stores⁷

75% of consumers who use a smartphone make a purchase after seeing location-based digital ads³

80% of shoppers are more likely to shop in stores that offer personalized in-store coupons and offers²

70% of consumers visit a store or make a purchase after seeing location-based digital ads¹

32% of ad viewers say it’s important to have location information in ads¹

80% of shoppers are more likely to shop in stores that offer personalized in-store coupons and offers²