

THE CONNECTED SHOPPER

With the many ways people shop these days, brands need to be omni-channel to be successful³



60% OF ONLINE SHOPPERS STILL VISIT STORES

- To see the product in real life 86%
- To see any special offers 50%
- To check prices 48%
- To ask advice from salespeople 22%
- To purchase 27%

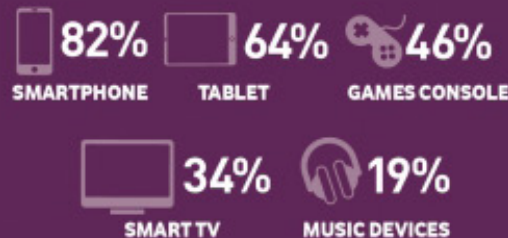
30% OF SHOPPERS USE MOBILE DEVICES IN-STORE

- To compare 18%
- To ask advice & opinions of others 12%
- To look for product info 10%
- To check availability in other stores 10%
- To take photos of the product 10%

60% are impressed by the offers they receive on their phones

THE AVERAGE BRITON HAS 3 DEVICES IN ADDITION TO A PC

The most common being¹



SHOPPING BEHAVIOUR

- 96% of shopping journeys have a digital component¹
- 74% of UK adults have bought online²
- 3.75 – average number of online purchases a month³

SOURCE

1. Connected Britain report
2. ONS
3. Geometry Global Connected Shopper study

TOP 3 TIPS



1 Seamless digital and physical customer experience:
Always plan for the range of different devices and shopper and service channels used by customers, their experience with your brand is key.



2 Keep shopping secure:
Remember to build your m-commerce and e-commerce security strategy to protect data against identity theft and cyber attacks.



3 Omni-channel applies to aftersales too:
It's important that you don't neglect a seamless service experience post sale.