

SECOND ANNUAL

# CRACKING THE CONSUMER CODE

Your future with shoppers relies on your digital product content.





# CONSUMERS ARE IN CHARGE OF COMMERCE TODAY

**What do your shoppers want?** We asked 1,000 online shoppers what makes them browse and buy in a study with a SurveyMonkey panel during Fall 2016.

Their answers provide critical insights about how to deliver engaging and relevant customer experiences that will win sales this year and beyond.

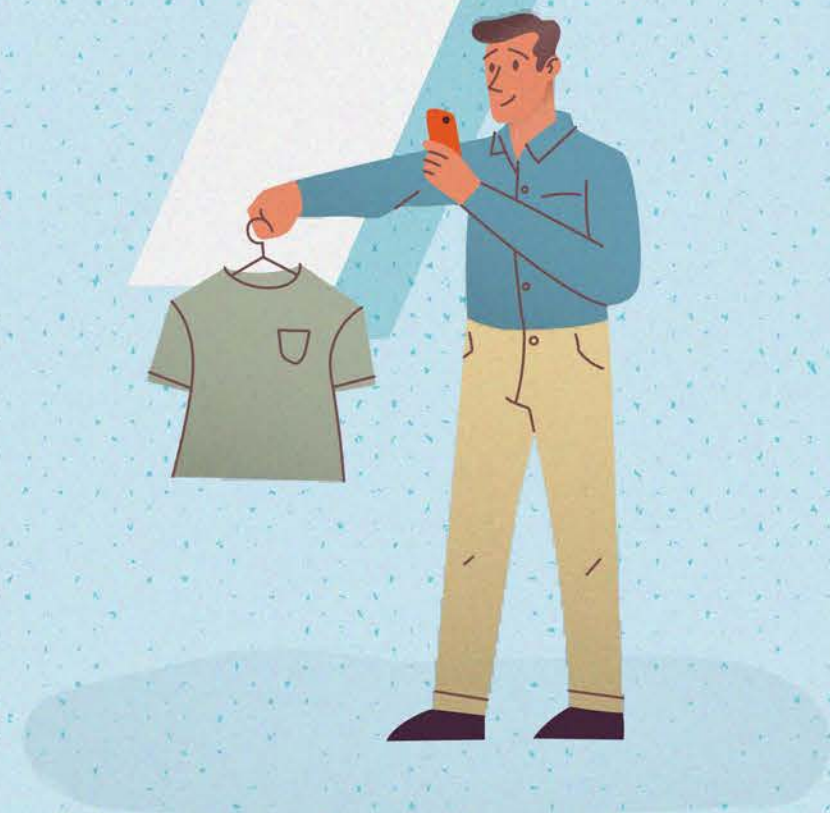




# DIGITAL INFORMATION IS DRIVING TODAY'S SHOPPER

Shoppers get answers from the digital screens in their pockets, not the sales staff in stores.

# 77%



**77%** Of shoppers say they are using their mobile devices in stores today.



ONLY  
**35%**

Of shoppers would choose to talk to a salesperson when they have a question in a store.





# SHOPPERS CREATE THEIR OWN JOURNEY VIA MOBILE

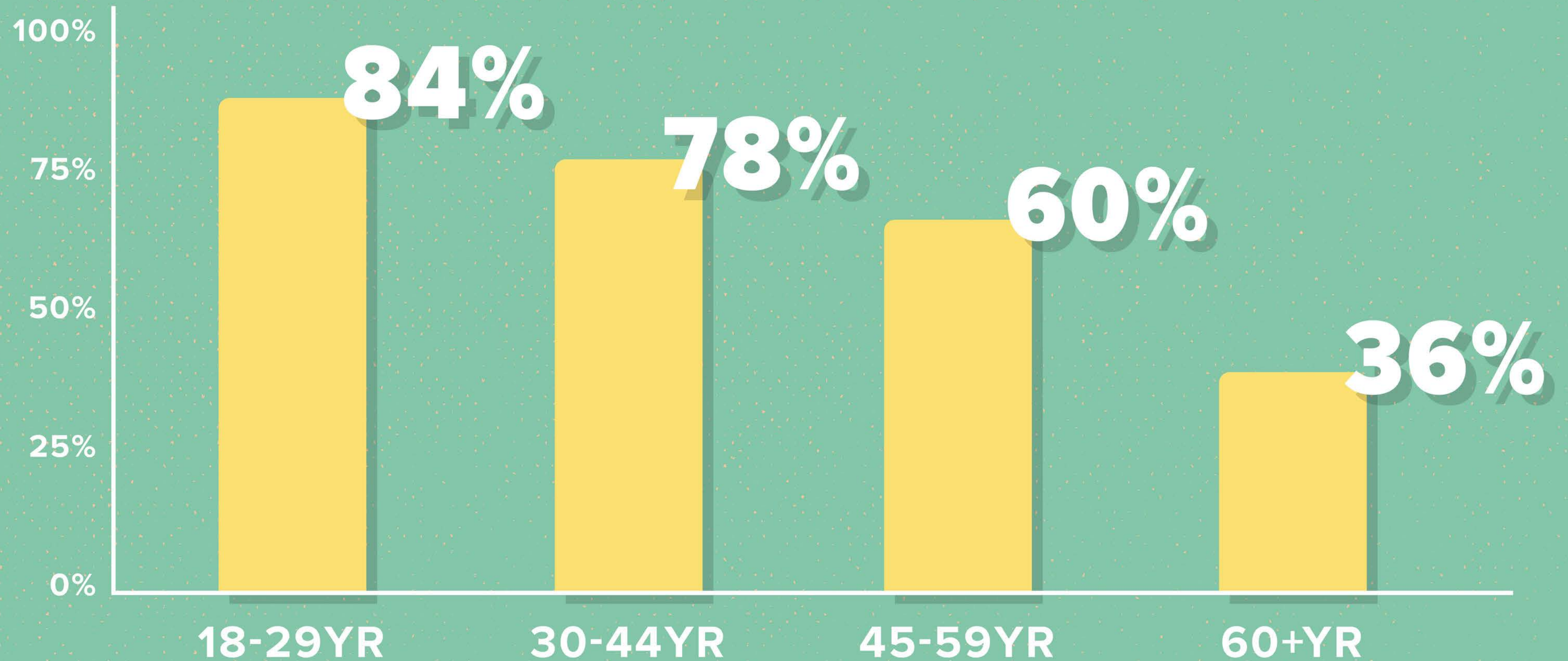
*And they rely on product content to gain the confidence on which item to buy*

**Top 7 reasons shoppers use their phone (ranked by popularity) :**

1. Compare with competitors' prices
2. Look for product reviews
3. Look for more product info
4. Check online prices
5. Send info to someone else
6. Look for similar products
7. Buy



# THE VAST MAJORITY OF CONSUMERS UNDER 60 SHOP USING MOBILE



Q14: DO YOU USE A MOBILE DEVICE FOR ONLINE SHOPPING?



# MOST CONSUMERS START SHOPPING IN ONE OF TWO PLACES

**87%**  
of shoppers  
start on either  
Amazon or  
Google





# THE PATH TO PURCHASE ISN'T ALWAYS A STRAIGHT LINE



4% start on Amazon and buy somewhere else,  
**42% start on Amazon and buy on Amazon.**



4% start on Google and buy on Google,  
**38% start on Google and buy somewhere else.**



Only 7% of shoppers start  
on other retailers sites  
and stay to buy there.





# NO MATTER WHERE THEY SHOP, PRODUCT CONTENT DRIVES THE SALE



# 87%

of consumers rate product content extremely or very important when deciding to buy



Q1: WHEN CONSIDERING A PURCHASE HOW IMPORTANT IS THE INFORMATION ABOUT A PRODUCT FOR YOUR DECISION TO BUY?



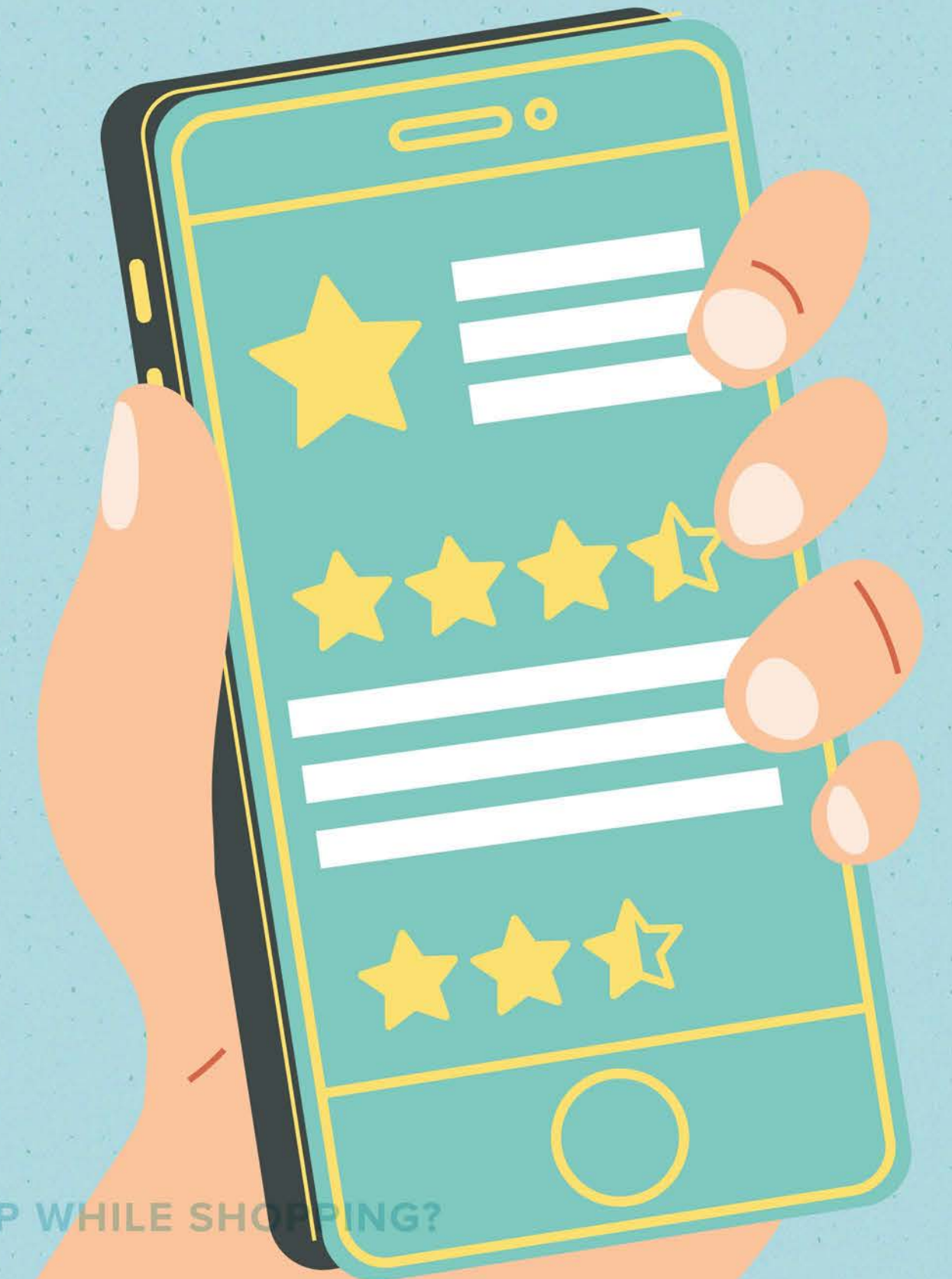
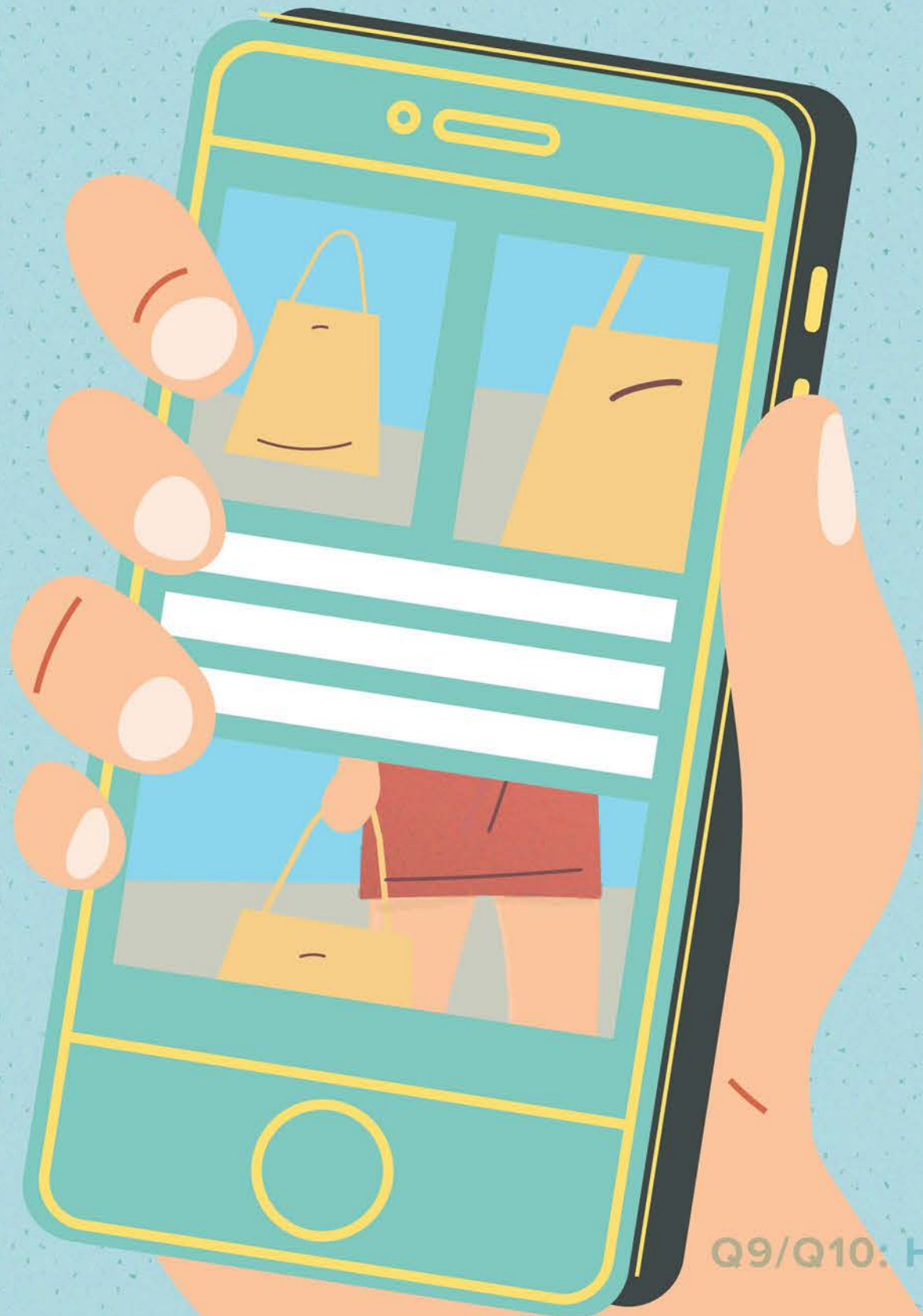
# THE 'RULE OF THREE' IS A MINIMUM REQUIREMENT FOR CONTENT

70%

of shoppers need to see at least 3 photos while shopping for a product

86%

of shoppers like to read at least 3 reviews before selecting a product





# PRODUCT CONTENT IS CRITICAL, NO MATTER THE CATEGORY

*Consumers ranked what influenced them most when buying...*



## CLOTHING

1. Price

2. Detailed Product Descriptions

3. Ratings & Reviews



## ELECTRONICS

1. Price

2. Ratings & Reviews

3. Detailed Product Descriptions



## ONLINE GROCERY

1. Price

2. Detailed Product Descriptions

3. Ratings & Reviews



# BAD PRODUCT CONTENT WILL COST YOU SALES AND CUSTOMERS

50% 54%

of shoppers have **returned an item they bought** online because it did not match the product description

of people are **less likely to buy** from a retailer again if they returned an item.



Q:22: IN THE LAST 12 MONTHS, HOW MANY TIMES DID YOU RETURN A PRODUCT YOU BOUGHT ONLINE BECAUSE IT DID NOT MATCH WHAT YOU EXPECTED FROM THE PRODUCT CONTENT?

Q23: IF YOU RETURNED A PRODUCT BECAUSE IT DIDN'T MATCH YOUR EXPECTATIONS, HOW LIKELY ARE YOU TO BUY FROM THAT VENDOR AGAIN?



# 3 THINGS YOU CAN DO TO KEEP SHOPPERS HAPPY

*...and buying from you:*

- 1. Invest in product content.** It's the lead driver of sales no matter where your customer is shopping. You need teams, technology, and resources in place to create, manage and optimize this fundamental driver of sales growth.
- 2. Embrace the mobile experience in your store.** Your consumers are on their phones - checking product reviews and prices - in store. Prepare your store experience and your mobile experience to work together and be consistent and accurate so that every touch supports your product sales.
- 3. Make sure your products are discovered online.** If you don't show up on Amazon and Google, it's as if you don't exist. In order to do this successfully, you must build a strategy to improve your ranking by identifying and optimizing for relevant keywords.

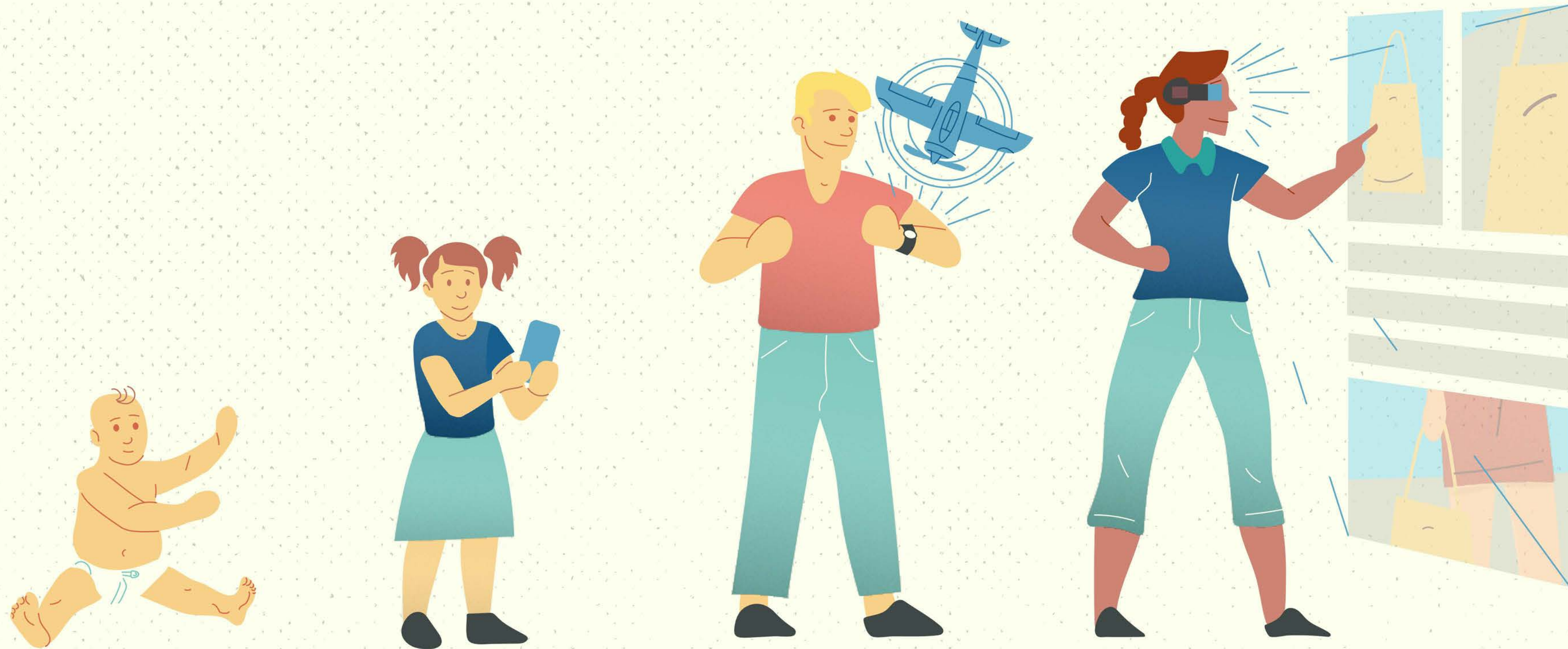




# LOOKING AHEAD: BE READY FOR MORE CHANGE

Today's youngest shoppers are also those most likely to be using new technologies and relying on digital. It's hard to predict what screens they will turn to next to browse or buy.

The foundation of every shopping experience is product content. You need the people, processes and technology in place to be flexible and react quickly to what comes next.





# STUDY METHODOLOGY

Here are the demographics of the more than 1,000+ online shoppers we surveyed.

## GENDER

Female 51%  
Male 49%

## AGE

18 - 29 9.0%  
30 - 44 31.6%  
45 - 59 38.8%  
60 + 20.7%

## HOUSEHOLD INCOME

\$0 to \$9,999	0.0%
\$10,000 to \$24,999	0.0%
\$25,000 to \$49,999	19.7%
\$50,000 to \$74,999	22.2%
\$75,000 to \$99,999	17.4%
\$100,000 to \$124,999	17.7%
\$125,000 to \$149,999	8.1%
\$150,000 to \$174,999	5.5%
\$175,000 to \$199,999	3.2%
\$200,000 and up	6.0%

## US REGION

New England	6.3%
Middle Atlantic	14.5%
East North Central	17.3%
West North Central	9.0%
South Atlantic	18.8%
East South Central	6.5%
West South Central	10.2%
Mountain	7.9%
Pacific	9.4%