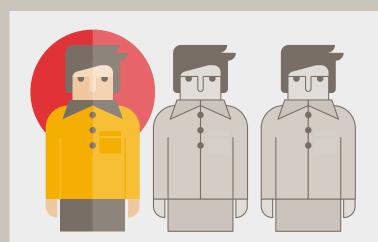


THE OMNICHANNEL EFFECT



HOW IS THE UK SHOPPING?



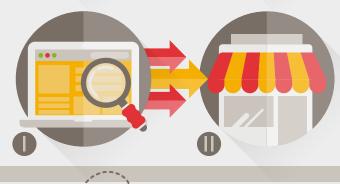
1 IN 3 PEOPLE ALREADY USE MULTIPLE CHANNELS WHEN SHOPPING

of people visited a store prior to making a recent online purchase

of people used online channels before making a purchase in store

TEST







SEARCH

OMPARI

COMMEN

BROWSE

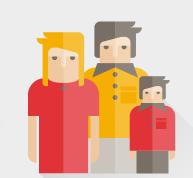






69%

said that visiting the high street store had a big influence on their shopping



72%

are influenced by friends and family

are influenced by customer reviews, and slightly higher by price comparison sites



reported that they were influenced by social media and blogs



43%

reported that they were influenced in their shopping by apps



DRIVING THESE LOVE



ORDER

Over 80%of tablet owners have used their tablet for shopping



COLLECT



use smartphones to find nearby stores



take a picture of a product to retrieve information on it



recognise their location and provide information on

DISCUSS

local offers



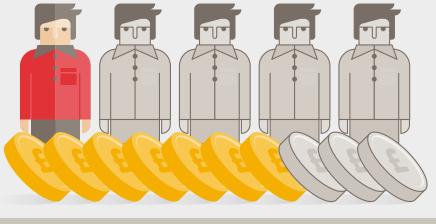
scan barcodes in order to access additional information

SUPER **SHOPPERS**

Shoppers who behave in an

omnichannel way are more valuable to retailers, spending more money and shopping more frequently





The value of these purchases sourced and researched through multiple channels can be up to 50% more than those purchased through a single channel

They are more likely to do research online before visiting a store

They are almost $\angle X$ as likely to use mobile as part of their purchase journeys