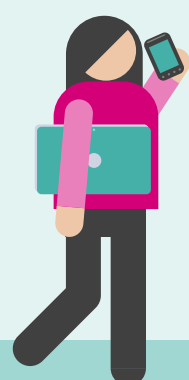


# MEET THE NEW WIRELINE SHOPPER

Digital-savvy shoppers are taking a new path to purchasing home internet, phone and pay TV. Harness it and you can influence them every step of the way.



## CAREFUL CONSIDERATION



**54%**

of people start researching their purchase more than **2 weeks** before they buy

Wireline shoppers think carefully and research deeply long before buying, using digital to shape their decision



**2/3**

people visit more than **5 sites** before they buy



**28%**

of converters visit a provider site **between 3 and 9 times** prior to purchasing online

## MULTI-SCREEN DISCOVERY

They use **mobile, video and search** to discover brands and move closer to purchase

**Video and mobile** usage have doubled (y/y)

**x2**

**Search on mobile devices** is up over 300% (y/y)

**x3**



Mobile introduces...

**59%**

discover new brands on mobile



...and

**27%**

call a provider via smartphone

Video intrigues...

**28%**

of shoppers watch video about wirelines services



...and

**82%**

who saw a wireline video looked up the advertiser

Search sells...

**90%**

of paid category clicks are from new customers



...and

**1 in 6**

search exclusively on a category term

## SAY GOOD BUY NOT GOODBYE

Post-purchase, they turn to the web for customer service



On search...

**32%**

of shoppers search on customer service terms



On mobile...

Customer service searches up **52%** (y/y)

**52%**



On tablet...

Customer service searches up **72%** (y/y)

**72%**

SOURCE  
Google/Millward Brown, Digital Wireline Shopper Study, July 2013

