

THREE DIGITAL TO IN-STORE SHOPPING MYTHS DEBUNKED

NEW RESEARCH SHOWS HOW DIGITAL CONNECTS SHOPPERS TO LOCAL STORES

People turn to digital before and while they shop in local stores, and that's good news for retailers. A new study disproves three common myths about digital and offline buying.



Myth 1

Search results only send consumers to e-commerce sites.

Reality

Search results are a powerful way to drive consumers to stores.



3 in 4

who find local information in search results helpful are more likely to visit stores

SHOPPERS WOULD FIND THIS INFORMATION VERY HELPFUL IN SEARCH RESULTS:

75%

Price of item at a nearby store

74%

Item is in stock at a nearby store

66%

Location of closest store with item in stock

63%

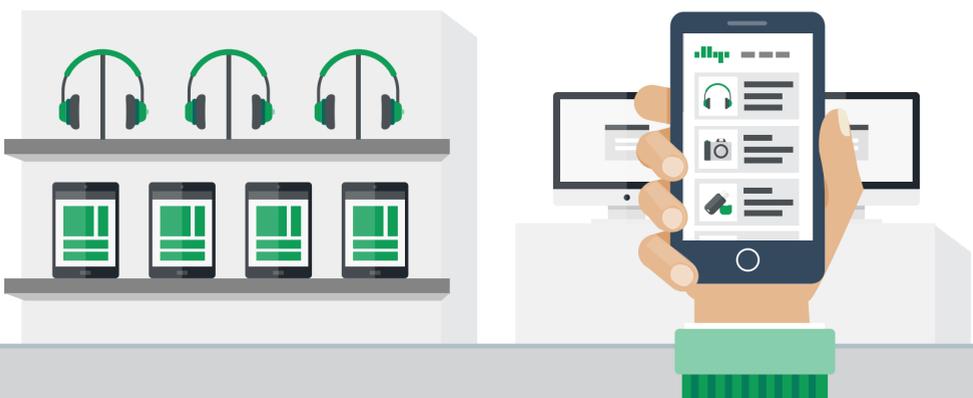
Details about local stores (hours, phone number)

59%

Map showing which stores carry the item searched for

56%

What else is available at the store



Myth 2

Once in-store consumers begin looking at their smartphones, the store has lost their attention.

Reality

Stores can grab consumers' attention through search results and a retailer's mobile site or app.

42% OF IN-STORE CONSUMERS CONDUCT RESEARCH ONLINE WHILE IN STORE USING:

64%

Search engines

46%

Retailer's site/app

30%

A different retailer's site/app

26%

Another type of site/app (e.g., coupon review)



Myth 3

Online research has limited what consumers expect from stores; they really just go to stores to transact.

Reality

Consumers still visit stores for more than just transactions, but they now expect more out of any place they shop. They want informed, customized experiences.

SHOPPERS WOULD BE MORE LIKELY TO SHOP IN STORES THAT OFFER:

85%

Personalized coupons and exclusive in-store offers

64%

Recommendations for specific products to purchase

54%

Recommendations based on what friends/family have purchased

WHAT RETAILERS CAN DO



DRIVE TRAFFIC TO STORES

Use Local Inventory Ads to show product availability at a nearby store. And show your store's location, hours of operation and phone number in ads.



ENGAGE SHOPPERS IN STORES

Optimize your search engine results and website or app for consumers as they search in-stores.



PROVIDE CUSTOMIZED OFFERS

Send relevant offers and recommendations right to consumers as they search on their phones in and around stores.

Google/Ipsos MediaCT/Sterling Brands, Digital Impact on In-Store Shopping, March–May 2014.

Survey conducted among 6,000 smartphone users aged 18–54 who have influence in the purchase decision making process of Retail, CPG or Tech products and have used the internet to look for shopping-related information.