Inside the purchase journey of 3 deal-seeking shoppers

New research shows how consumers are revising their marketing funnel as online shopping takes hold. Shoppers today are narrowing and broadening their consideration set in unique and unpredictable moments. The study, which included over 1,000 total touchpoints across 3 deal-seeking shoppers, reveals how the traditional marketing funnel, developed in the offline world, has evolved.

= Nick, an avid gamer. After a stretch of research, Nick, an avid gamer, appears to be experiencing problems with his e-reader. The beginning of his journey resembles each other or a funnel at all. 
= Rachel, a lover of fashion and DIY. Her journey is experienced almost entirely on mobile. Her purchase is ultimately won by a retailer she hadn't initially thought she'd buy from.
= Jordan, 29, male, from Ohio. For Jordan, gaming is a way of life — he's always shopping this category. While looking for his perfect gaming console, buying accessories, and membership.

The path to an unexpected retailer

While each journey is different, there are three common themes that emerged across these deal seekers:

1. Deal seekers make research a priority — with 63% of these shoppers saying they invest in research.
2. Deal seekers make research a priority — with 63% of these shoppers saying they invest in research.
3. Deal seekers make research a priority — with 63% of these shoppers saying they invest in research.

For deal seekers, the Black Friday-to-Cyber Monday period is the perfect opportunity to treat themselves, with self-gifting being highest among these shoppers. Deal seekers use their mobile devices to shop or browse. These shoppers rely heavily on mobile. In fact, a whopping 72% of deal seekers use their mobile devices to shop or browse. Deal seekers make research a priority — with 63% of these shoppers saying they invest in research.

Deal seekers seek advice from other gamers via comments on webpages, and researches YouTube gaming videos. For Jordan, gaming is a way of life — he's always shopping this category. While looking for his perfect gaming console, buying accessories, and membership.

The decision to repair or replace

Instead of focusing on gifts, deal seekers think of the Black Friday-to-Cyber Monday period as a time to treat themselves, with self-gifting being highest among these shoppers.

They don't just focus on gifts. They're also looking for deals to give to others. Deal seekers use their mobile devices to shop or browse. These shoppers rely heavily on mobile. In fact, a whopping 72% of deal seekers use their mobile devices to shop or browse. Deal seekers make research a priority — with 63% of these shoppers saying they invest in research.

The epic gaming quest

For Jordan, gaming is a way of life — he's always shopping this category. While looking for his perfect gaming console, buying accessories, and membership.

Key Takeaways

Wholesale journeys differ. There are three common themes:

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Sources


Google partnered with Verto Analytics to analyze the consumer opt-in Verto Smart Cross-Device Audience Measurement Panel for click-stream data of n=2,989 individuals over a period of 6 months.