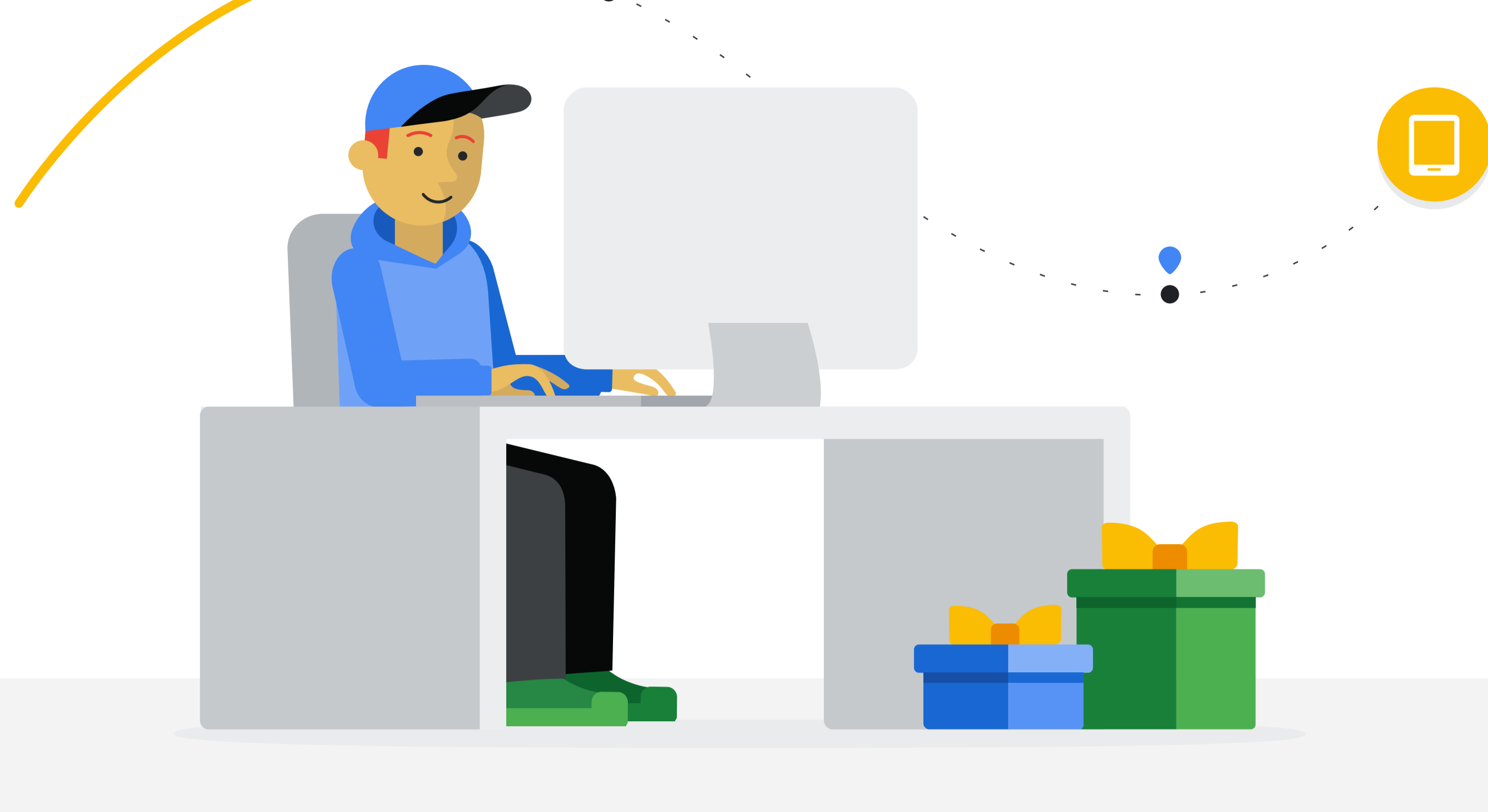


Inside the purchase journey of 3 deal-seeking shoppers

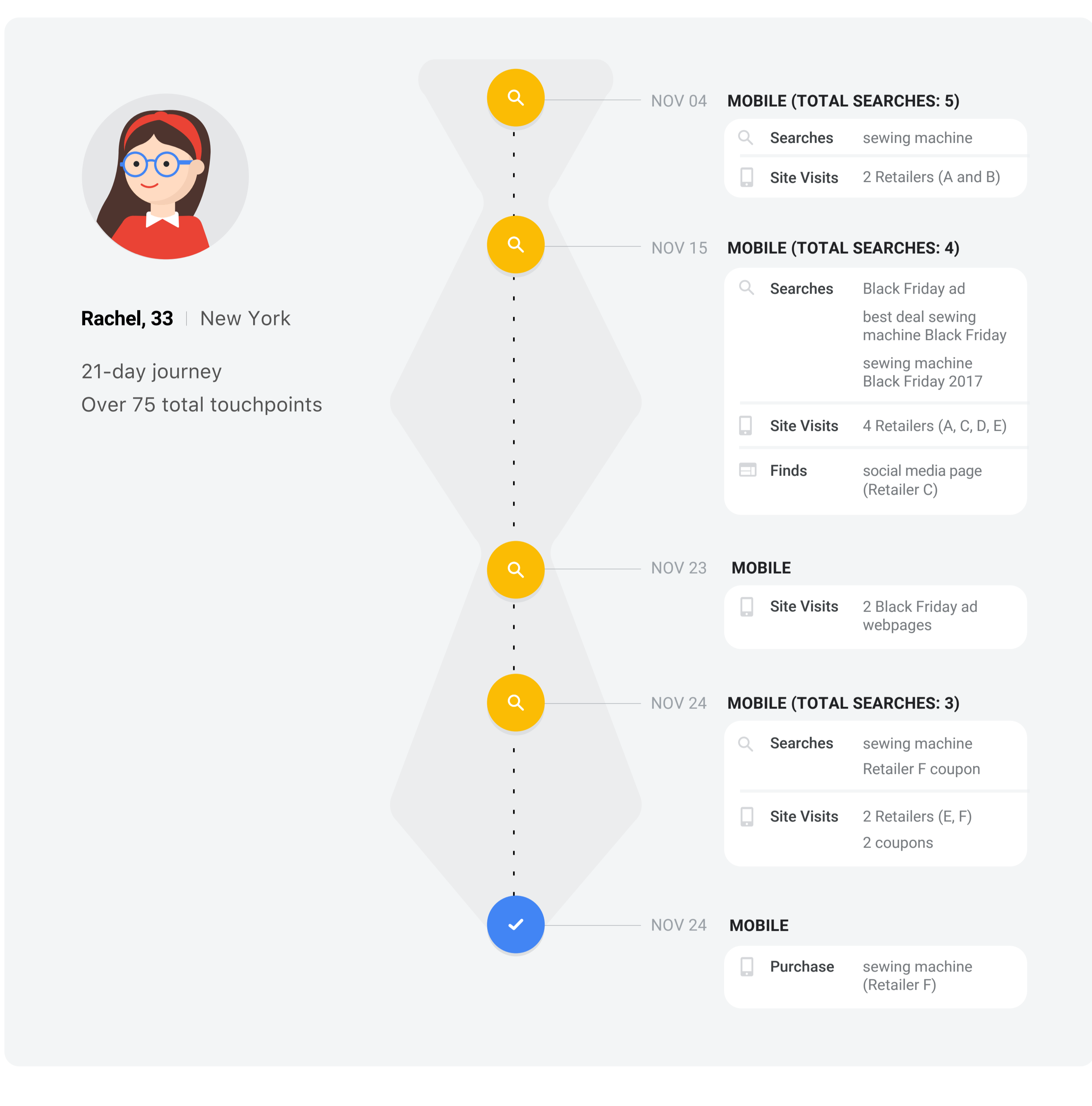
New research from Google shows how intent is redefining the marketing funnel. People are narrowing and broadening their consideration set in unique and unpredictable moments. We're finding this behavior in all shopper types, particularly the deal seeker. For a closer look, we traced the paths to purchase of three deal seekers around Black Friday. We found that each of their journeys takes a unique shape, not resembling each other or a funnel at all.



RACHEL'S JOURNEY FOR A SEWING MACHINE²

The path to an unexpected retailer

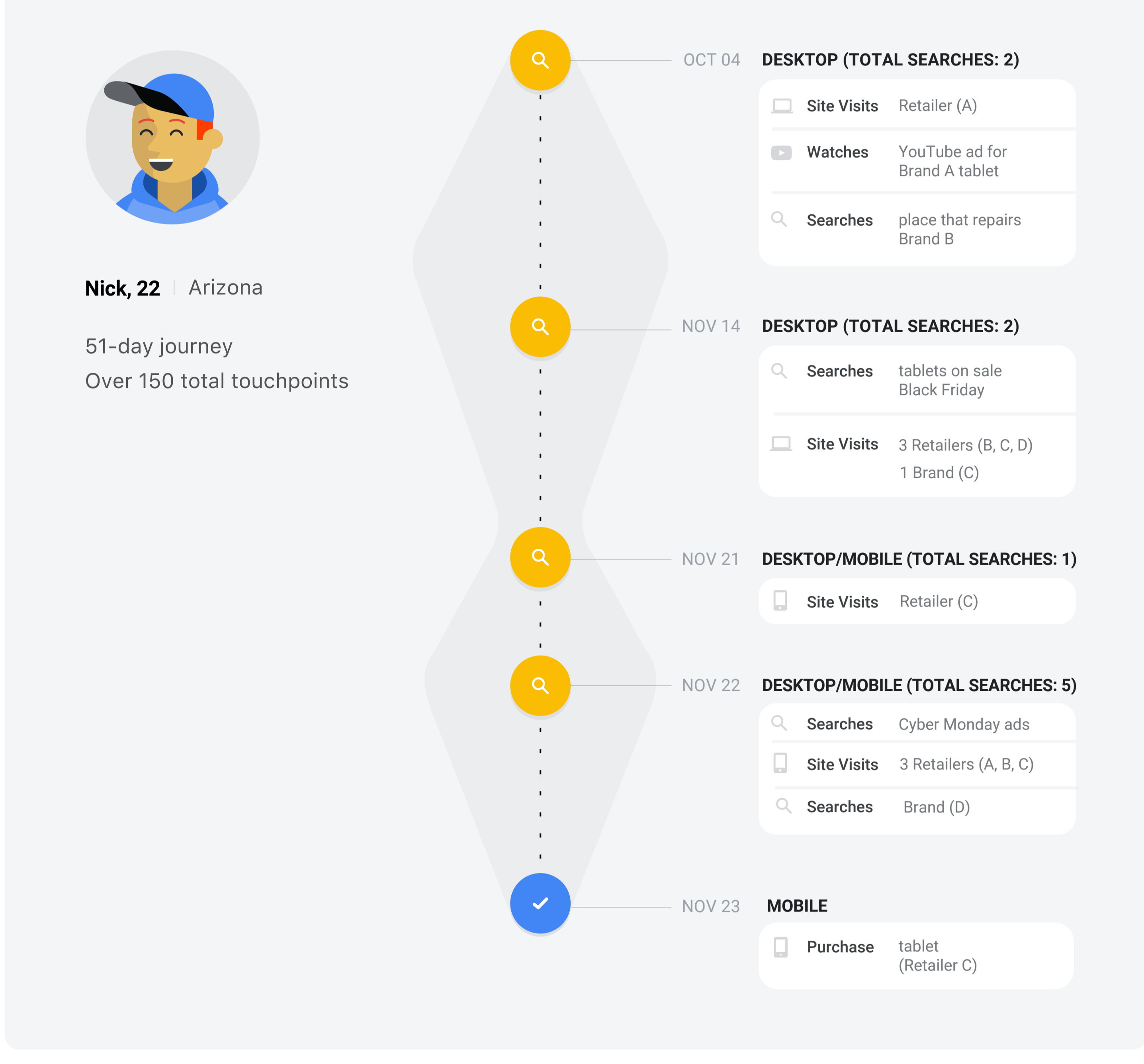
Rachel, a lover of fashion and DIY, considers multiple sewing machine brands throughout her journey after reading an article about upcycling clothing. Her purchase is ultimately won by a retailer she hadn't initially considered, because the brand was there on search with relevant information she was looking for in the moment. Her journey is experienced almost entirely on mobile.



NICK'S TABLET JOURNEY²

The decision to repair or replace

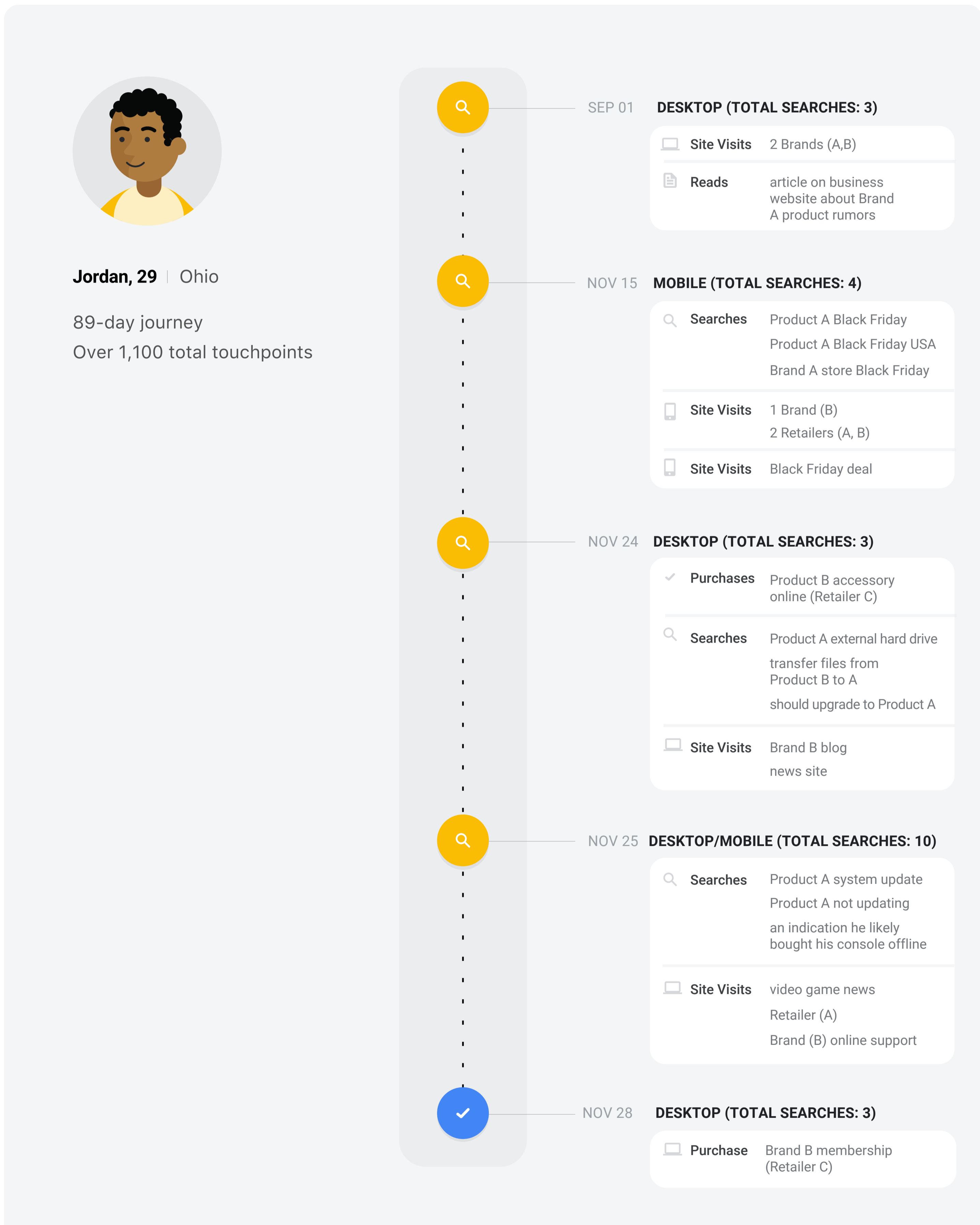
Nick, an avid gamer, appears to be experiencing problems with his e-reader. The beginning of his journey weaves in and out – from searches for tablets to places to repair his e-reader. After a stretch of research, he decides to buy a new tablet.



JORDAN'S GAMING JOURNEY²

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, he buys a console accessory and gaming membership. During his search, he reads articles and gaming blogs, seeks advice from other gamers via comments on webpages, and researches YouTube gaming videos.



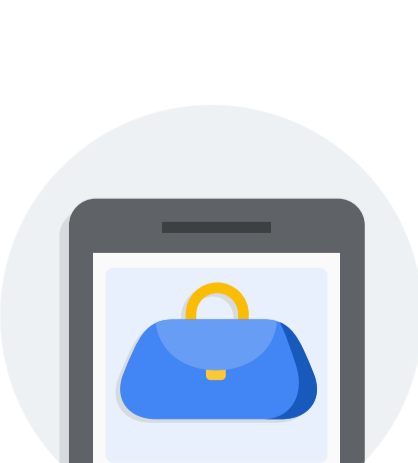
Key Takeaways

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



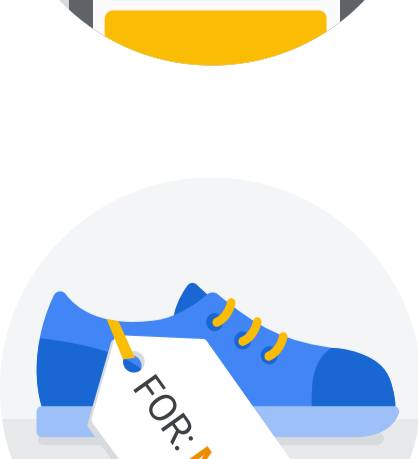
They invest in research

Deal seekers make research a priority – with 63% of these shoppers saying they research before they buy to ensure they're making the best choice possible.³



They rely heavily on mobile

These shoppers rely heavily on mobile. In fact, a whopping 72% of deal seekers use their mobile devices to shop or browse.³



They don't just focus on gifts

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 during this time frame.

Sources

1 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.
2 Google/Verto, U.S., Journey Finder, n=2,989 A18+, Customer and brand names have been anonymized, Sept. 2017–Feb. 2018.
3 Google/Ipsos, Omnichannel Holiday Study, U.S., Holiday Shoppers 18+ n=1092 Deal Seekers, Nov. 2017–Jan. 2018.