

DIGITAL SHOPPING FOR FURNITURE **IS ON THE RISE**

Nearly all furniture categories grew site visitation year-over-year, with online retailer sites and department store sites increasing almost

50%



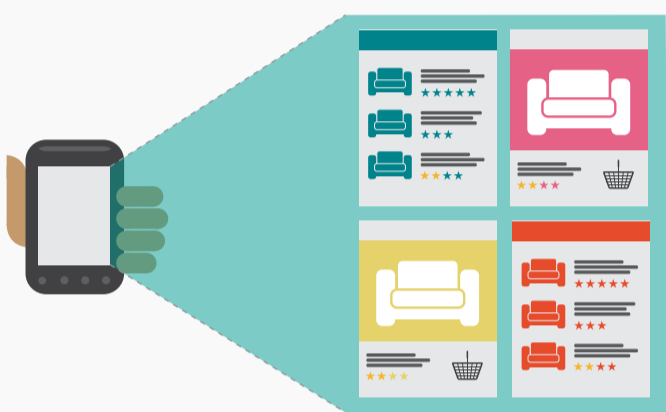
MOBILE DEVICES **AID DISCOVERY**

Nearly half of mobile furniture shoppers discover new brands on mobile devices

(44%)



ONLINE PURCHASERS RESEARCH OFTEN **BUT ARE QUICK TO DECIDE**



63%

of purchasers visited multiple brand sites

BUT



43%

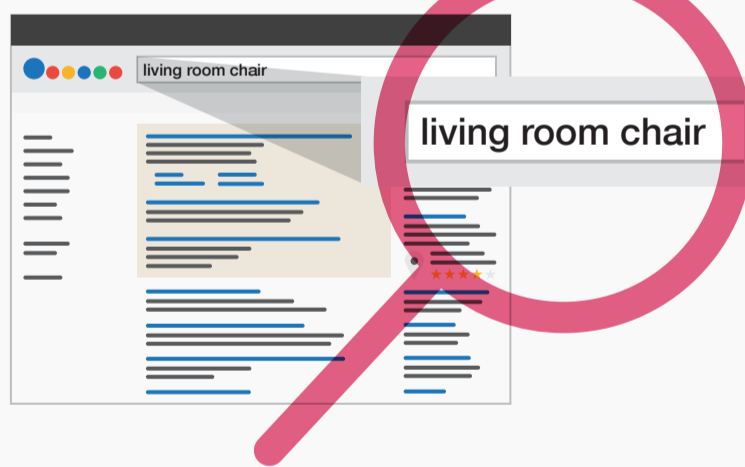
visited a brand's site only once and over half purchased within one week of researching

NON-BRANDED QUERIES ARE USED TO SUPPORT **BRANDED RESEARCH**

Almost

HALF

of conversions were assisted by non-branded terms



And

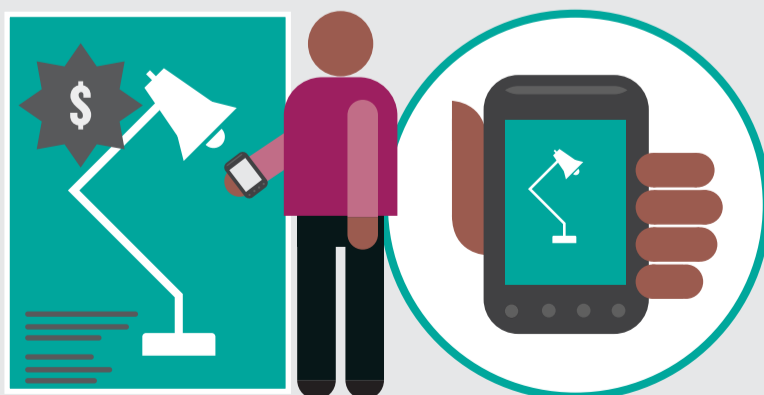
27%

of converters ended their research process with a non-branded search

IN **ADDITION...**

2 IN 4

consumers research furniture online after seeing an offline ad



74%

of furniture shoppers look for product information online

SOURCES

Google/Compete Retail Furniture Study, 2012. Online survey conducted 5/18/12 - 6/12/12 with panelists who researched or shopped for furniture online within past six months; Clickstream purchase analysis run Q1 2011 - Q2 2012 (data aggregated)

think
with Google