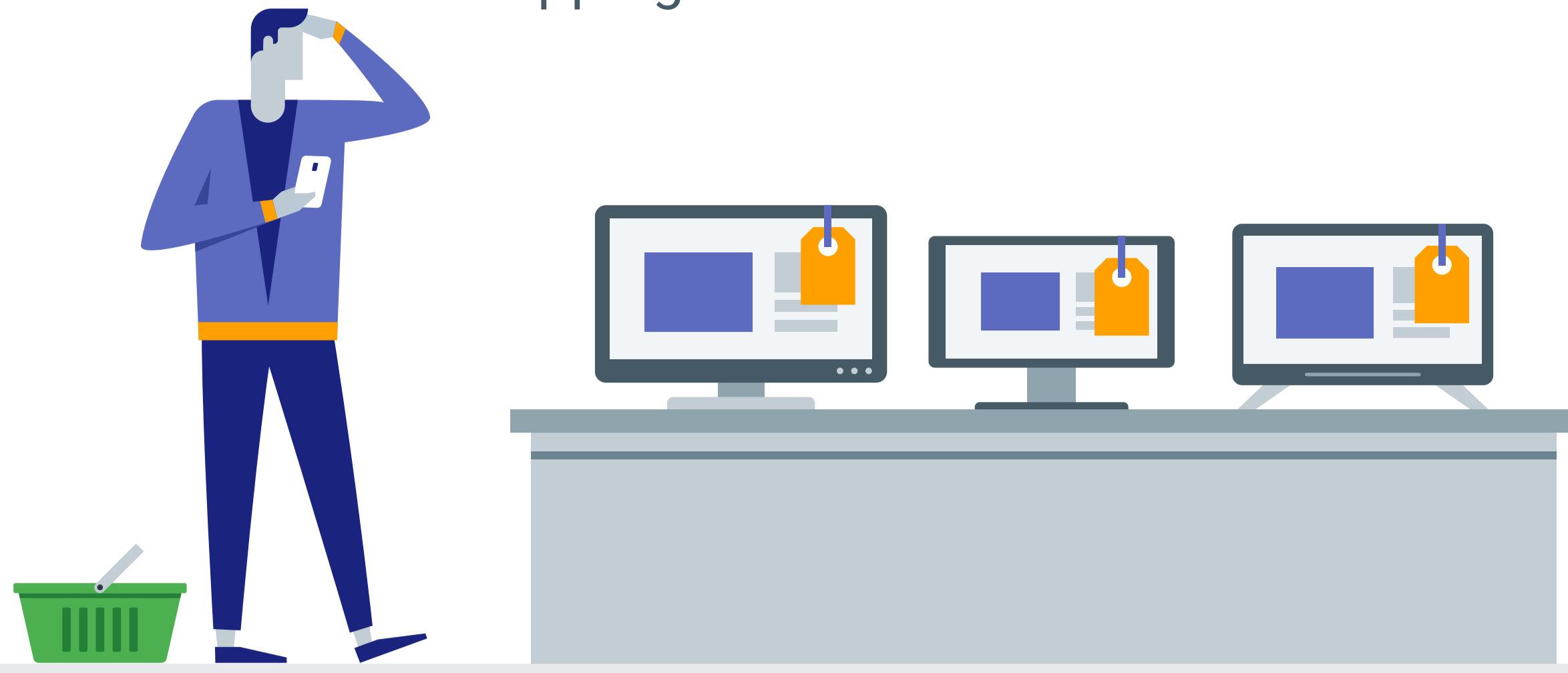
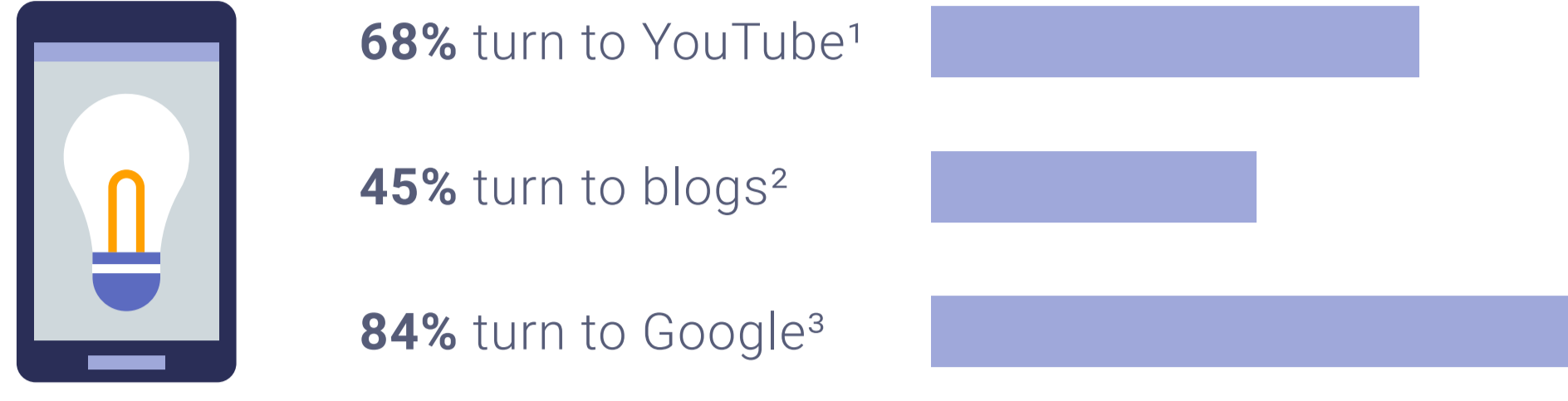


## Winning the Consumer Electronics Shopping Moments That Matter



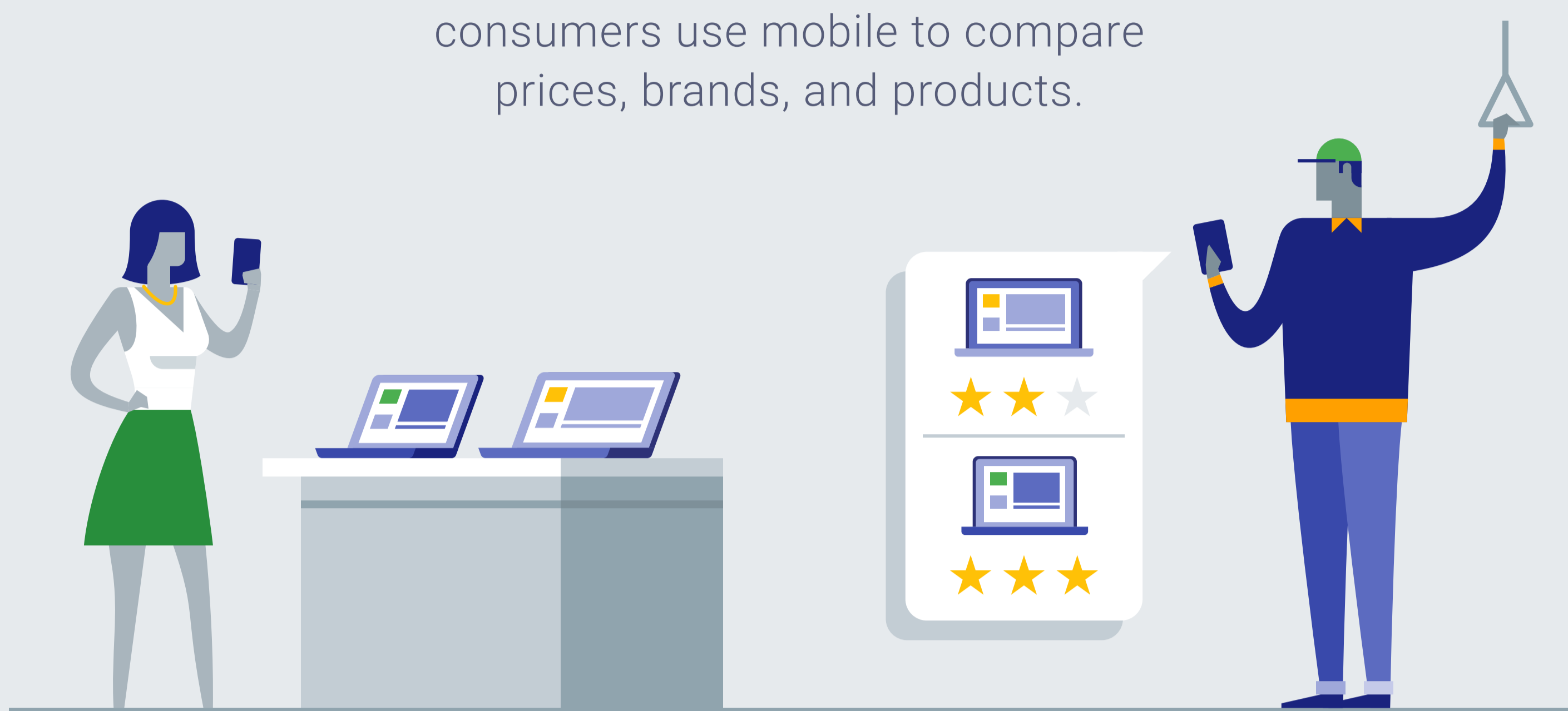
### I-NEED-SOME-IDEAS MOMENTS

Digital helps spark inspiration for consumer electronics mobile shoppers. When looking for ideas about what to buy:



### WHICH-ONE'S-BEST MOMENTS

Whether they're in-store or on-the-go, consumers use mobile to compare prices, brands, and products.



#### Which-one's-best-for-me:

80% of smartphone shoppers buying consumer electronics have changed their mind about which retailer or brand to buy from after searching on Google.<sup>4</sup>



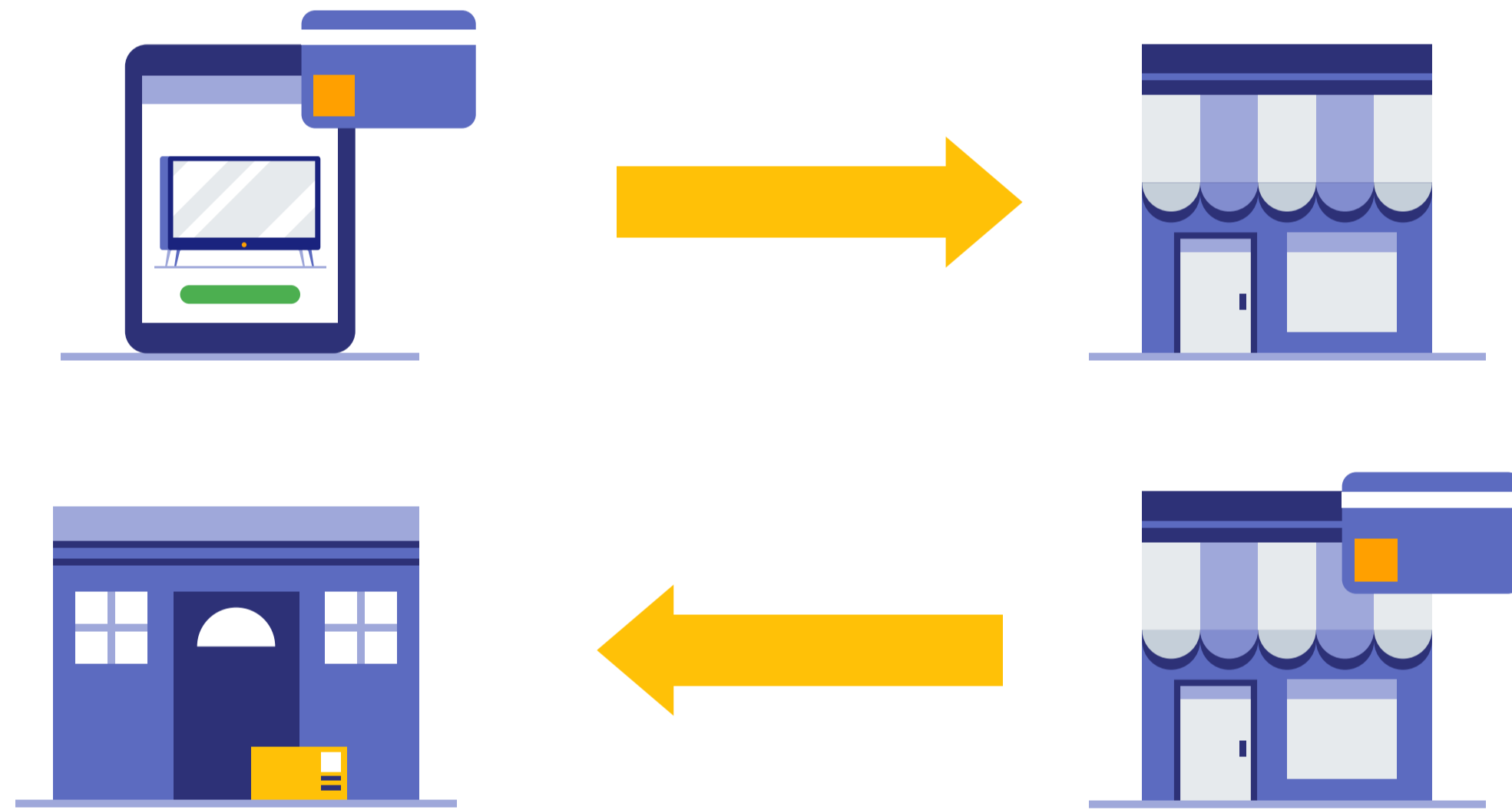
#### Am-I-getting-the-best-price:

Consumer Electronics "price" and "deal" related queries grew more than 40% year over year on mobile.<sup>5</sup>

### I-WANT-TO-BUY-IT MOMENTS

Mobile offers more options for where and when to buy. Of smartphone shoppers who are buying consumer electronics:

79% expect a retailer to offer multiple ways to purchase with a smartphone: online, buy-online-pickup-in-store, or buy-in-store-ship-to-home.<sup>6</sup>



72% have gone to a store to check out a product with plans to purchase online.<sup>7</sup>

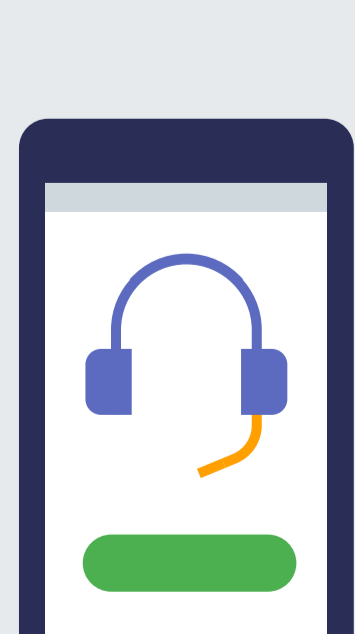


43% have purchased products on their smartphones while looking at the same products in store.<sup>8</sup>



### HOW-DO-I-FIX-THIS MOMENTS

Shoppers expect consumer electronics brands to follow through in post-purchase moments.



Consumer Electronics troubleshooting, repair, and customer support searches have grown more than 40% year over year on mobile.<sup>9</sup>

#### SOURCES

1, 2, 3, 4, 6, 7, 8

Google / Euromonitor International, Micro-Moments Survey, USA, June 2016, Consumer electronics smartphone shoppers = 500.

5, 9

Google Data, US, Jan-Oct 2015 vs Jan-Oct 2016.