

The Key Moments to Reach Home and Garden Shoppers



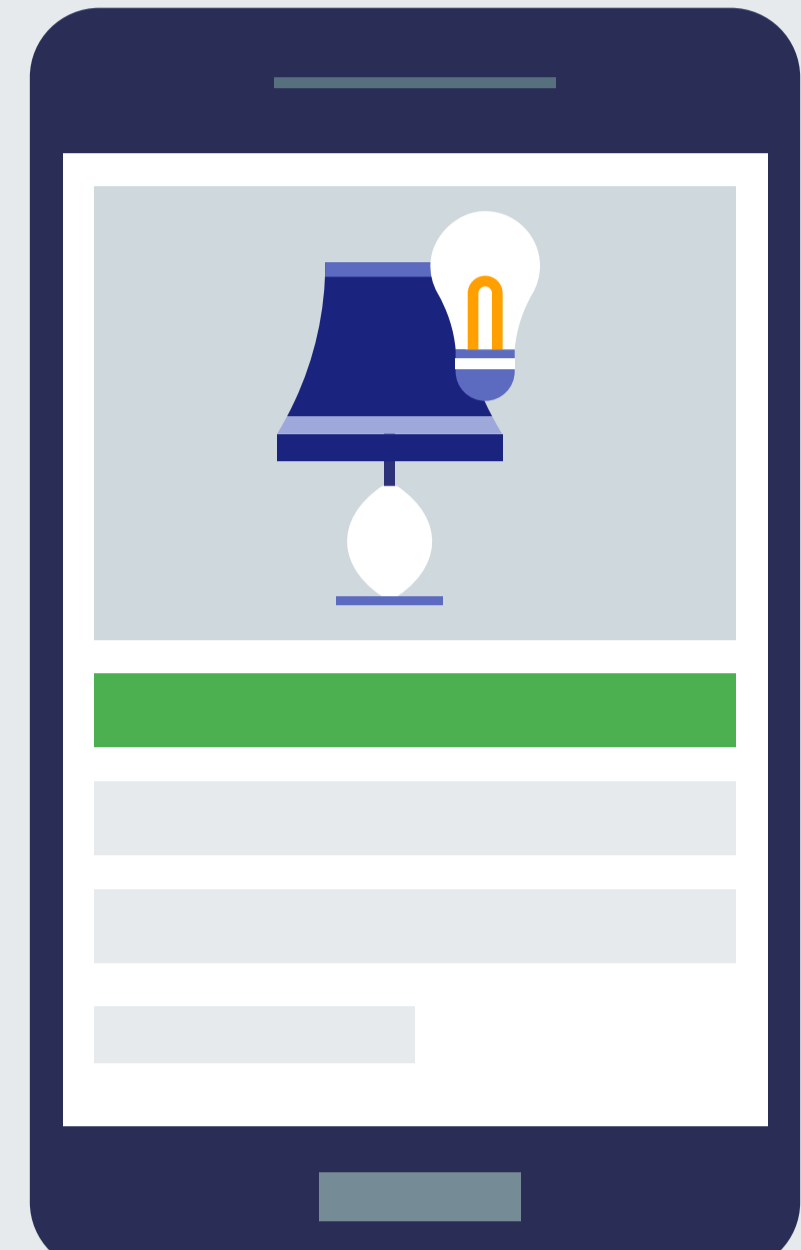
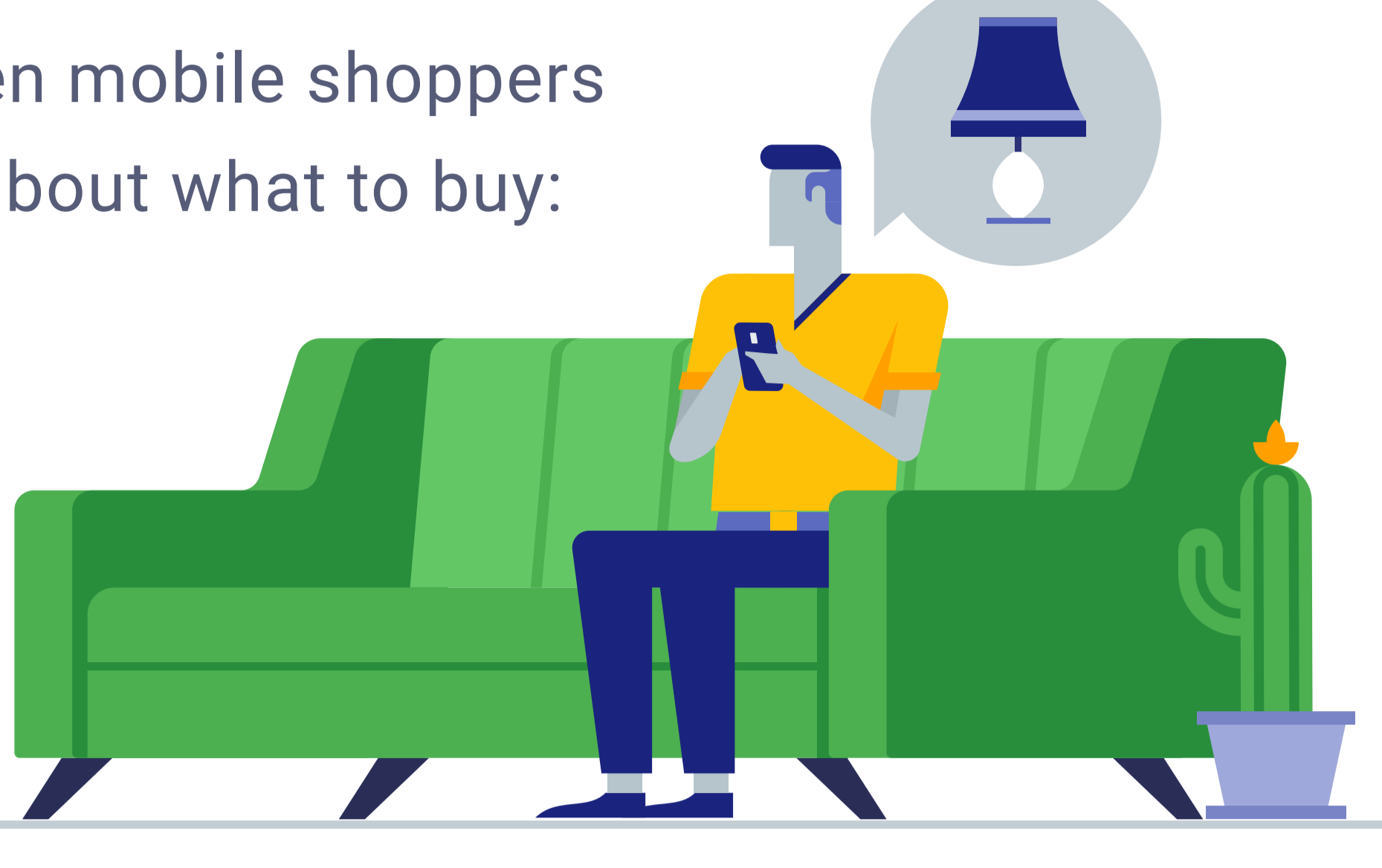
I-NEED-SOME-IDEAS MOMENTS

When home and garden mobile shoppers are looking for ideas about what to buy:

79% turn to Google¹

64% turn to YouTube²

45% turn to blogs³



Home and garden smartphone shoppers prefer to get purchase inspiration via their mobile first:

60% use mobile search for ideas about what to buy before they head into a store.⁴

WHICH-ONE'S-BEST MOMENTS

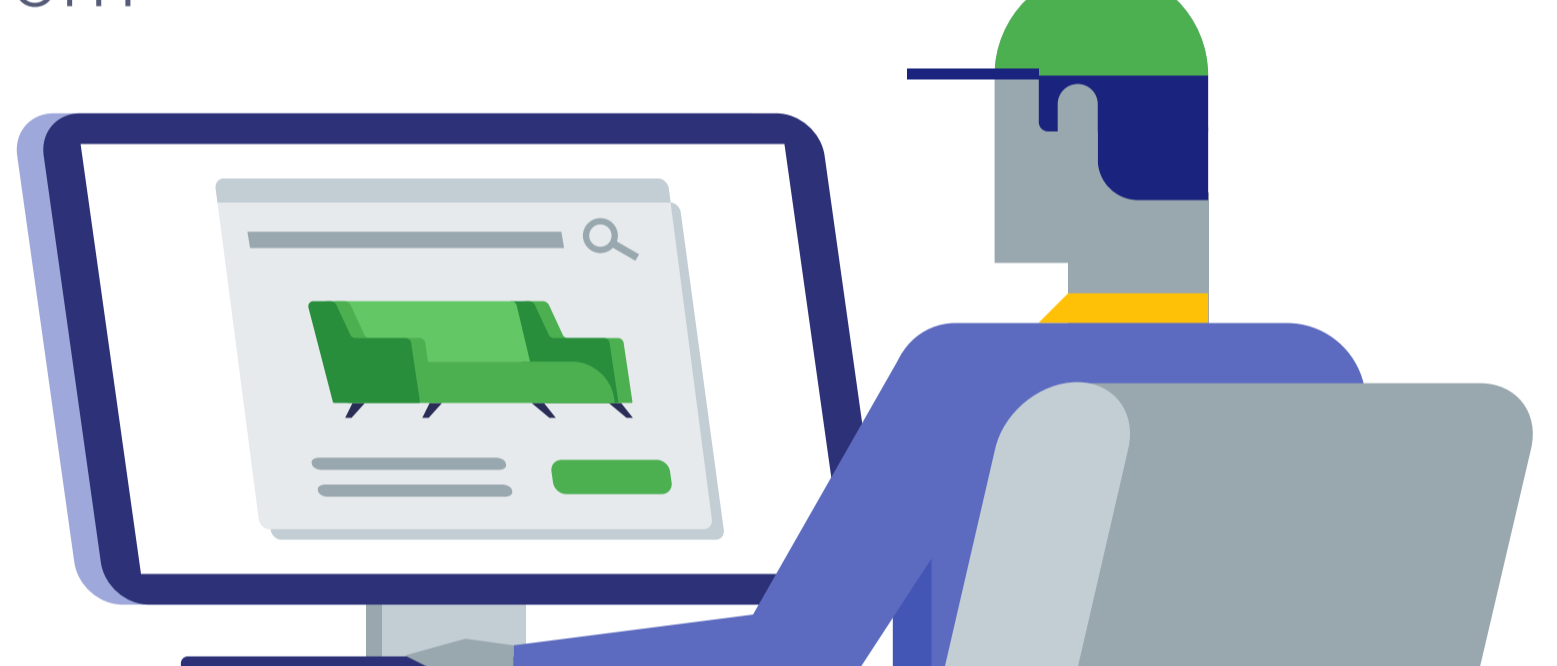
Consumers use smartphones to compare prices, products, and brands. Of smartphone shoppers buying home and garden products:



79% used mobile to search for alternatives to what they were looking at while in a store.⁵



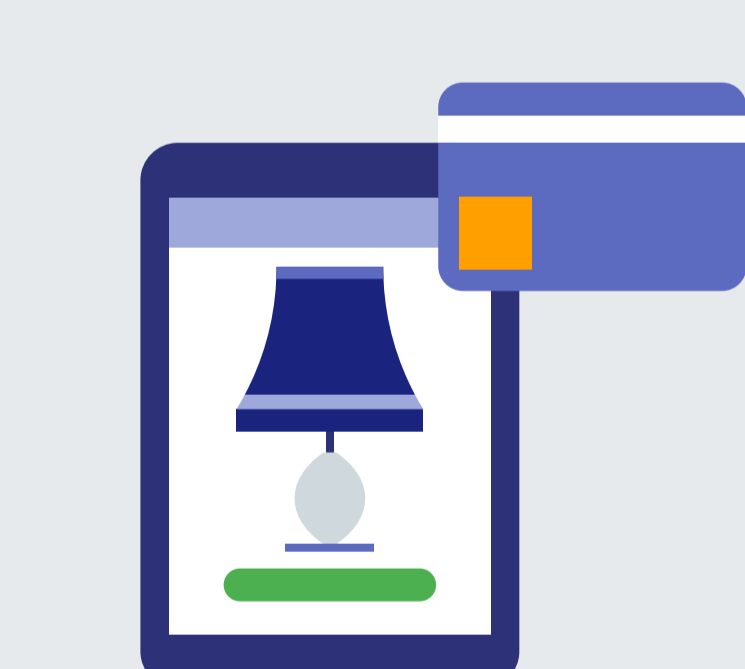
78% have changed their mind about which retailer or brand to buy from after searching on Google.⁶



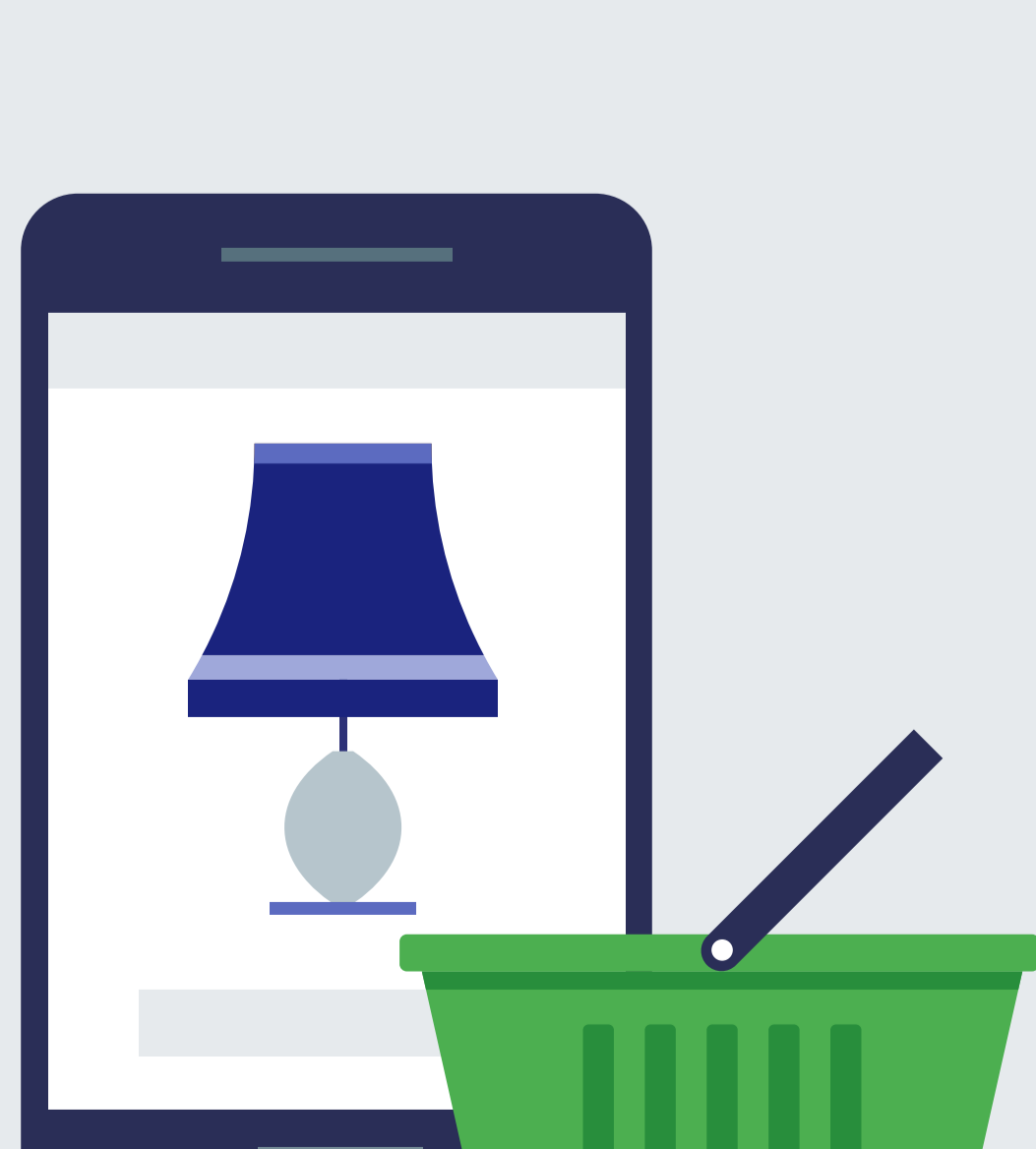
I-WANT-TO-BUY-IT MOMENTS

Mobile offers more options for where, when, and how to buy. Of smartphone shoppers who are buying home and garden products:

78% expect a retailer to offer multiple ways to purchase with mobile: online, buy-online-pickup-in-store, or buy-in-store-ship-to-home.⁷



64% have gone to a store to check out a product with plans to purchase online.⁸



66% would buy more frequently on their smartphone if there was a simple checkout option.⁹

SOURCES

1, 2, 3, 4, 5, 6, 7, 8, 9 Google / Euromonitor International, Micro-Moments Survey, U.S., June 2016, Home & garden smartphone shoppers = 500