

The Impact of the Mobile Shopper

What you will gain from this white paper

This white paper will explore the continued evolution of the online shopper and the impact of the mobile shopper.

Currently, consumers conduct 11% of their online shopping on mobile devices. As mobile phones and tablets become more prevalent, consumers will continue to shift their online shopping from PCs to mobile devices. Here are some tips and recommendations to help retailers and brands prepare for the shift into m-commerce.

Mobile is most often used at home.

Mobile devices enable consumers to shop from anywhere. More than one in three report shopping on their mobile while at work, waiting in line, and shopping in a store. However, two out of three consumers shop while at home.

This means marketers need to create mobile sites and apps that provide quick, easy to find information for when consumers are on the go, but also the details consumers want while shopping at home.

When have you performed shopping related activities on your mobile device in the past months?



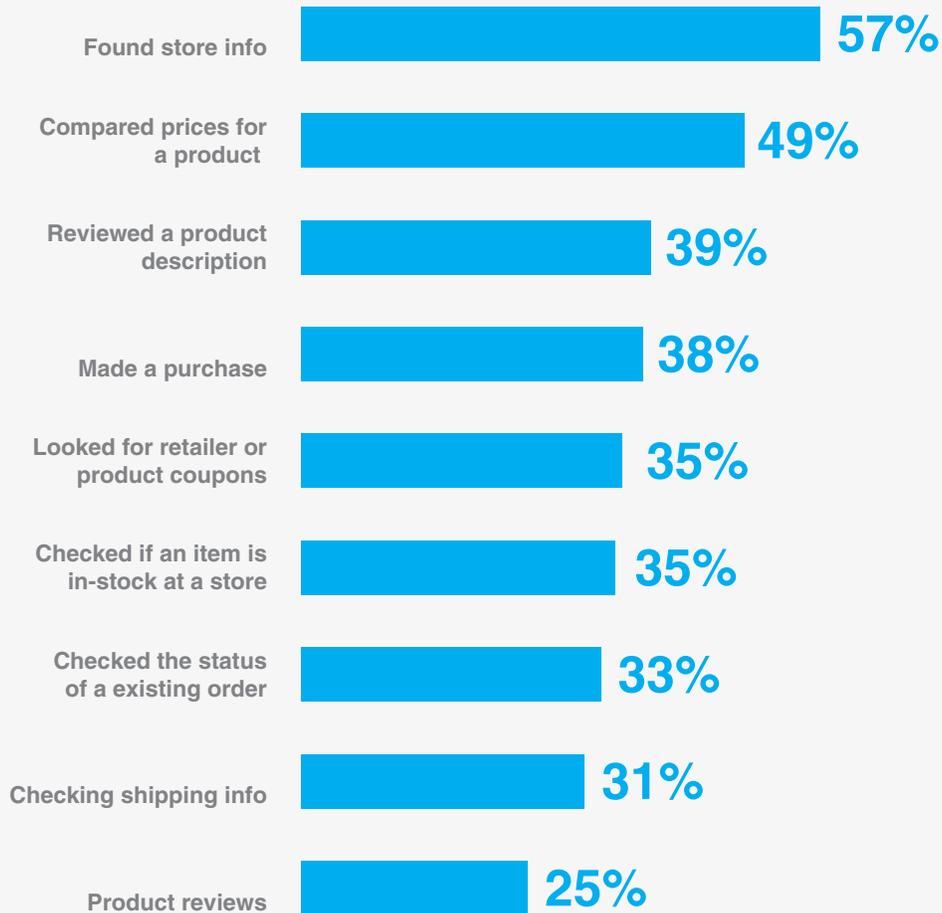
Online Shopper Intelligence Survey Winter 2012

Consumers prefer using a mix of apps and mobile browsers when shopping on a mobile device

The most popular shopping activity, performed by 57% of shoppers, is looking up store information. Half of shoppers compare prices on their mobile devices, 39% read product descriptions, and 38% made a purchase. Other popular shopping activities include searching for coupons, checking to see if a product is available in store, and checking the status of an existing order.

Consumers research both the products they want to buy, and the retailers they can buy them from. Therefore, retailers need to make extensive product descriptions available on their mobile site/app and brands need to have a section where consumers can search for products at their local stores.

Which of the following shopping related activities have you performed on your mobile device in the past 3 months?



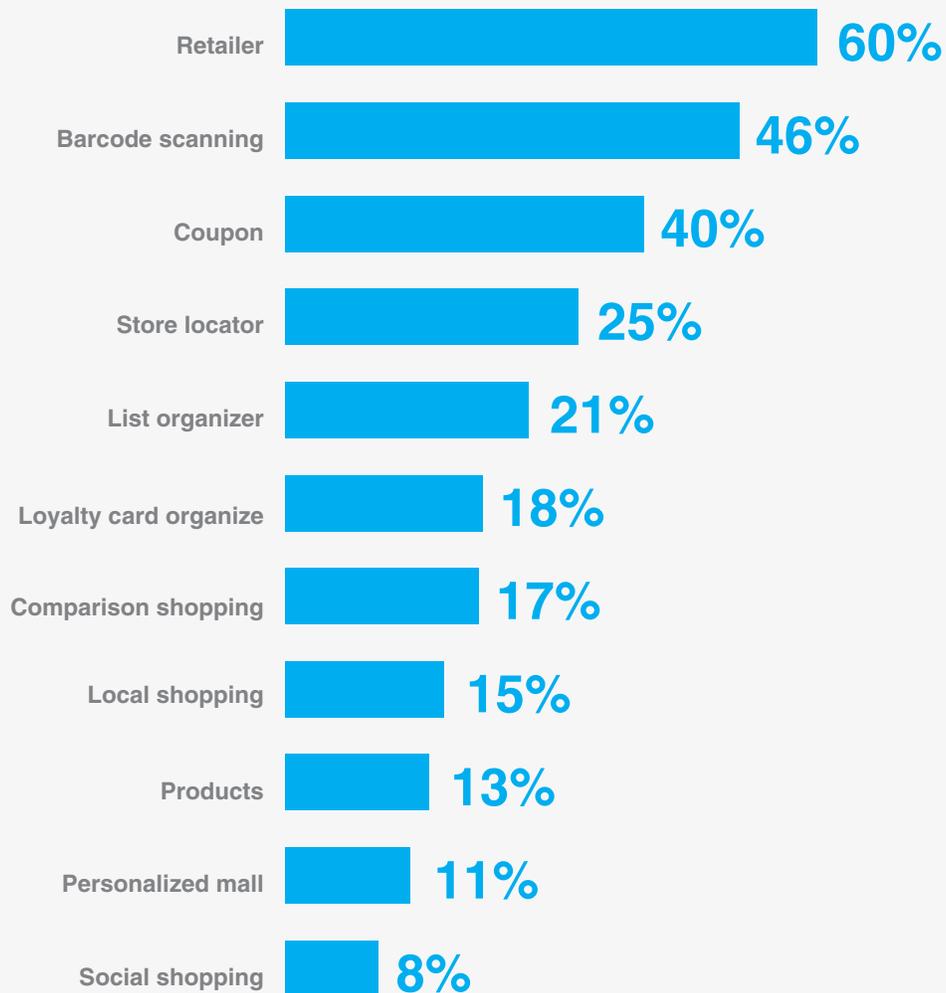
Online Shopper Intelligence Survey Winter 2012

Retailer apps are the most popular shopping apps.

Among the plethora of apps available, consumers gravitate towards retailer, barcode scanning, and couponing sites. The popularity of these apps is not surprising given the types of shopping activities consumers most often perform (looking up store info, price comparing, etc).

Retailers should integrate these and other popular shopping activities into their own apps to make them the only app consumers need.

Which of the following types of shopping applications have you downloaded on your mobile in the past 3 months?



Online Shopper Intelligence Survey Winter 2012

Shopping apps are increasingly popular, but consumers still prefer using both apps and mobile browsers to shop.

In just a three month period, we observed a shift away from browser only shopping. From October 2011 to January 2012, the percent of mobile shoppers exclusively using a browser decreased from 47% to 39%, app only usage increased from 15% to 18%, and app and browser usage increased from 38% to 44%.

It is clear that shopping apps are becoming more popular, but consumers are choosing to use them in conjunction with mobile sites. Marketers should ensure that functionality of both their mobile site and app complement one another in order to provide users with a comprehensive shopping experience.

Entertainment items are the most commonly purchased via a mobile device.

Among those who have made a purchase on a mobile device, 40% have bought movies, music, and videos, 31% have purchased electronics, and 26% have bought books. Home items, such as furniture, kitchenware, and garden supplies are the least popular items to buy.

Cross channel retailers hoping to increase m-commerce purchases should use entertainment items as a gateway to drive other purchases. For retailers who primarily sell the less frequently purchased items, entice consumers with mobile only promotions and offers.

What this means:

What this means for advertisers is that having a strategy that encompasses both e-commerce and m-commerce is crucial to future success. Use mobile to compliment your existing marketing efforts, both online and offline, to create a holistic and satisfying shopping experience for your consumers. And if you want to create buzz around you new mobile offerings, incentives go a long way.



About Compete

Founded in 2000, and part of WPP/Kantar since 2008, Compete is passionate about understanding consumers to inspire great marketing. We draw our data from the industry's largest integrated online consumer behavior and survey panel, comprised of over 2 million opt-in participants. Compete has extensive expertise in the automotive, consumer goods, financial services, media, mobile, online, retail, telecom and travel markets. Strategic partnerships with the WPP/Kantar family of companies enable marketing optimization and a more holistic view of consumers.

About Kantar Media

Established in more than 50 countries, Kantar Media helps clients master the world's multimedia momentum through analysis of print, radio, TV, internet, cinema, mobile, social media, and outdoor worldwide. Kantar Media offers a full range of media insights and audience measurement services. Kantar Media expertise includes audience measurement, advertising expenditure, media evaluation, single source market research, online analytics and social media listening. Drawing upon the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insight to more than 22,000 customers worldwide.

Learn More

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