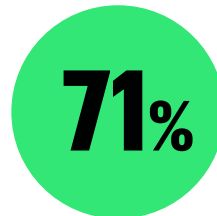


The consumer road to brick-and-mortar increasingly starts online

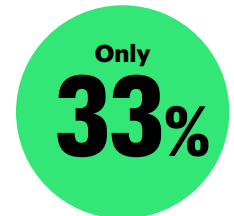


As much as brand marketers intuitively isolate their sales channels, today's consumers force the blending of e-commerce and brick-and-mortar experiences by creating their own digital and physical touchpoints on the road to purchase. In turn, marketers must ensure they're mapping a full-funnel journey, from online discovery to in-store purchase.

Physical shopping is an extension of digital¹

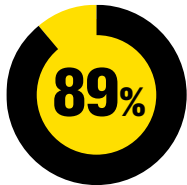


of consumers still shop at brick-and-mortar stores

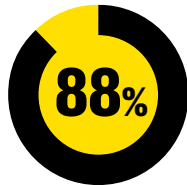


shop in physical stores without digital assistance

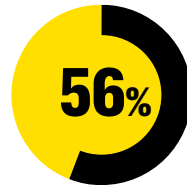
Top five places consumers conduct pre-purchase research²



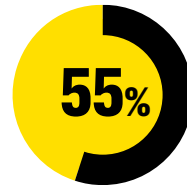
Google or an equivalent search engine



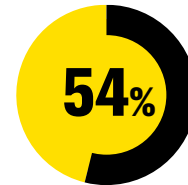
Amazon



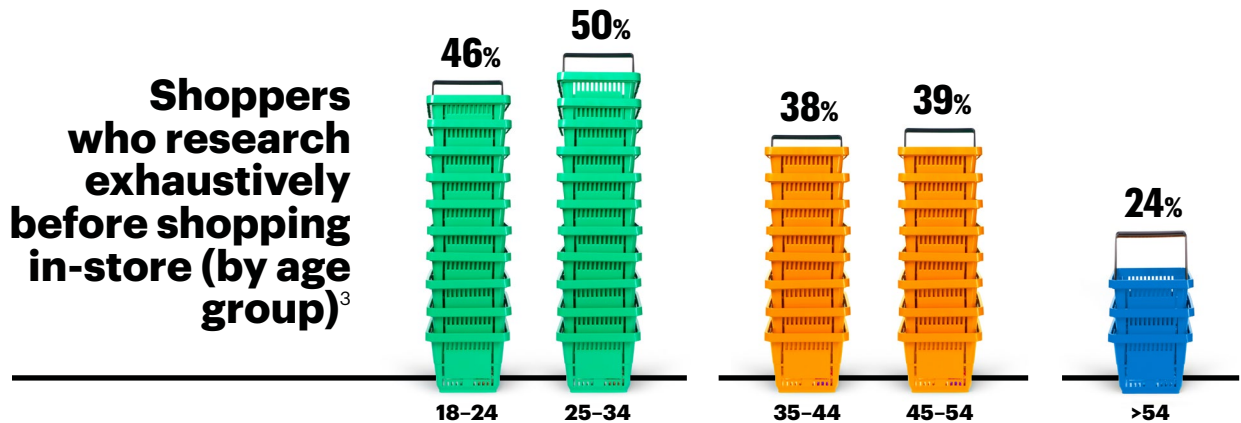
Brand websites (Nike, Apple, etc.)



Walmart.com



Other retailer websites (Target, Zappos, etc.)



Sources:

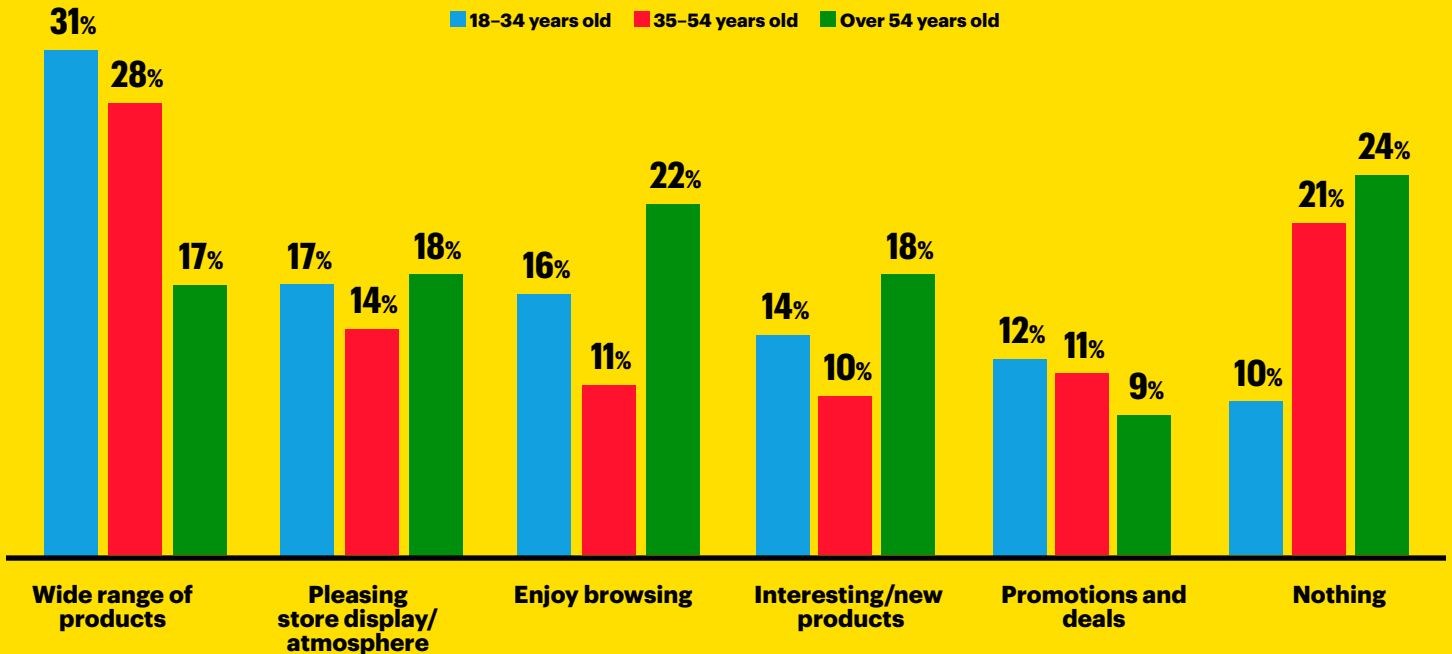
- 1. 2024 Global Digital Shopping Index, PYMNTS
- 2. From Discovery to Purchase: Key Digital & Physical Influences on the Customer Journey report, PowerReviews
- 3. The Current State of Brick-and-Mortar Retail Customers, Resonate Market Research, 2023

Quad Insights: Consumer shopping behaviors

Top 4 pre-shopping research topics by age³



Which factors keep shoppers in the store³



Source:

3. The Current State of Brick-and-Mortar Retail Customers, Resonate Market Research, 2023

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