MMA SM2 INNOVATION SUMMIT

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2016 Mobile Path to Purchase

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DISRUPT. TRANSFORM. GO MOBILE.



2016

MOBILE PATH TO PURCHASE

THE GLOBAL RETAIL SHOPPER

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MOBILE
PATH TO PURCHASE

United States	United Kingdom	Germany	China	Japan
				
n=973	n=862	n=825	n=1546	n=842

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1. Location Matters

2. Offline Experience Needs to Match Online in Ease and Personalization

3. Mobile and Location are the Keys to Bridging Online and Offline Worlds

LOCATION MATTERS

78%

Want to purchase within a day or sooner when using mobile

65%

Complete a transaction related to their mobile research

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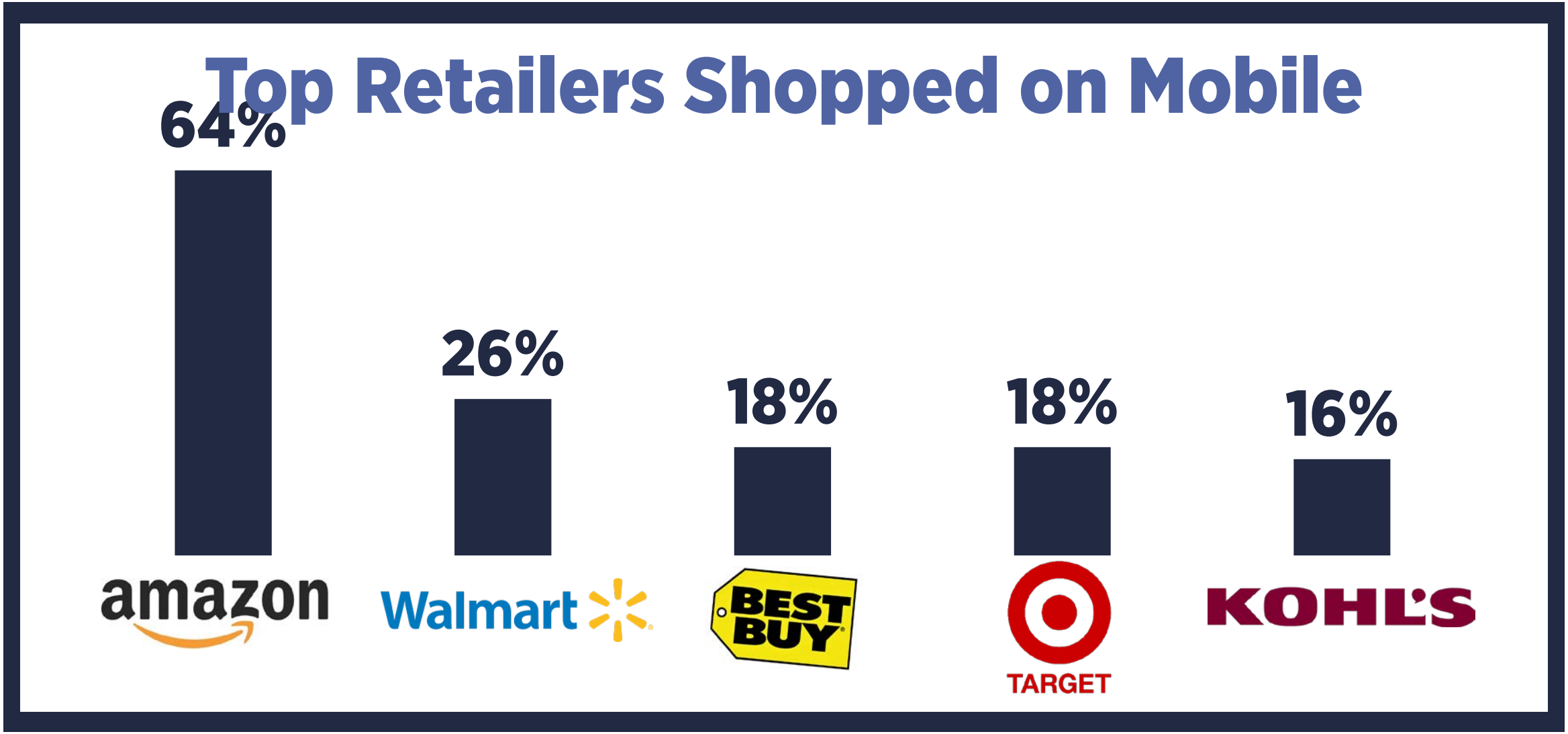
LOCATION MATTERS



2 out of 3

consumers in the US are making trips into stores to complement their mobile research, a **20%** increase from just one year ago.

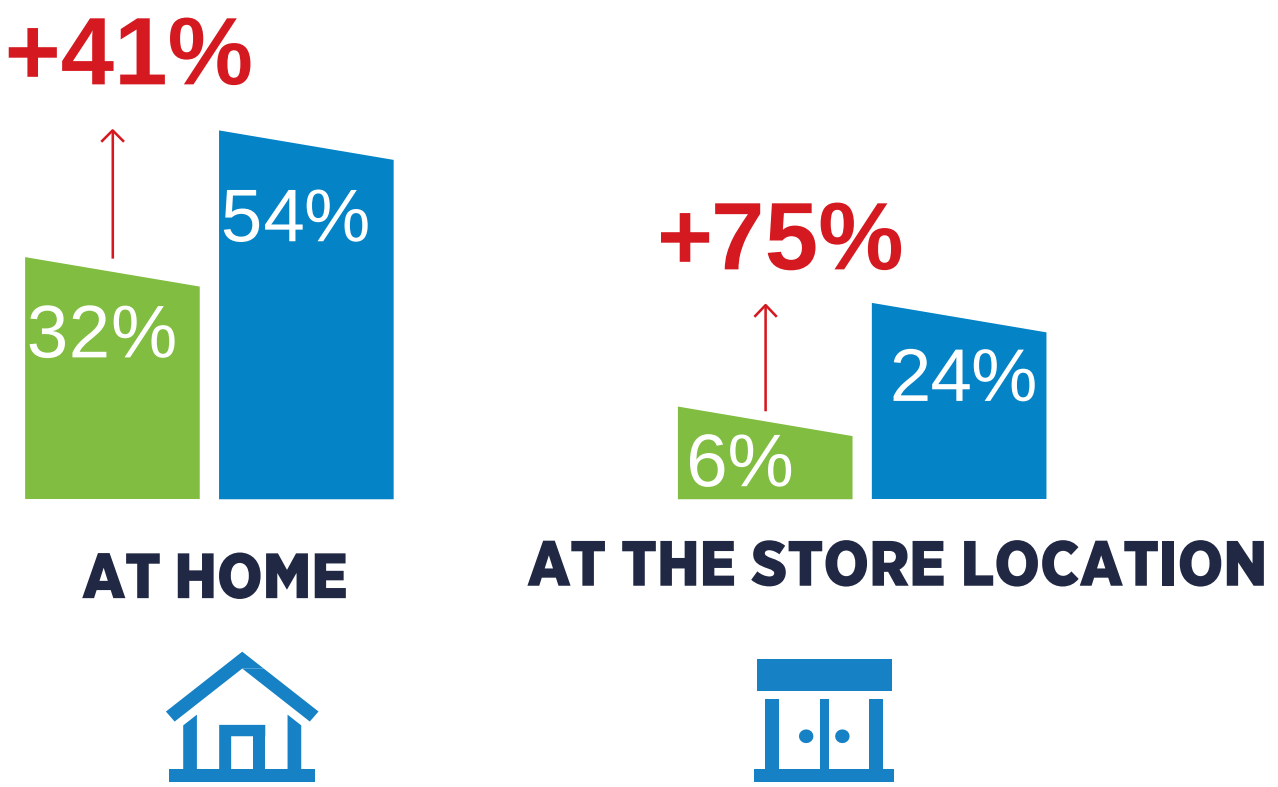
MATCHING THE ONLINE EXPERIENCE



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BRIDGING ONLINE AND OFFLINE WORLDS

LOCATION WHEN LAST ACCESSING RETAIL INFORMATION ON SMARTPHONE



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BRIDGING ONLINE AND OFFLINE WORLDS



How Purchase Was Completed

54%	25%	17%
In Store	Via Mobile	Via PC



The key to connecting with these consumers is understanding that the locations they visit and what they're looking to accomplish influence their **intent**, **mindset** and **behavior**


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