

# **bizrate** insights

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Better Insights. Smarter Marketing.

# HOT TOPICS

**OMNI-CHANNEL / OMNI-DEVICE**

**ABANDONMENT**

**ACQUISITION & CONVERSION**

**CUSTOMER LOYALTY**

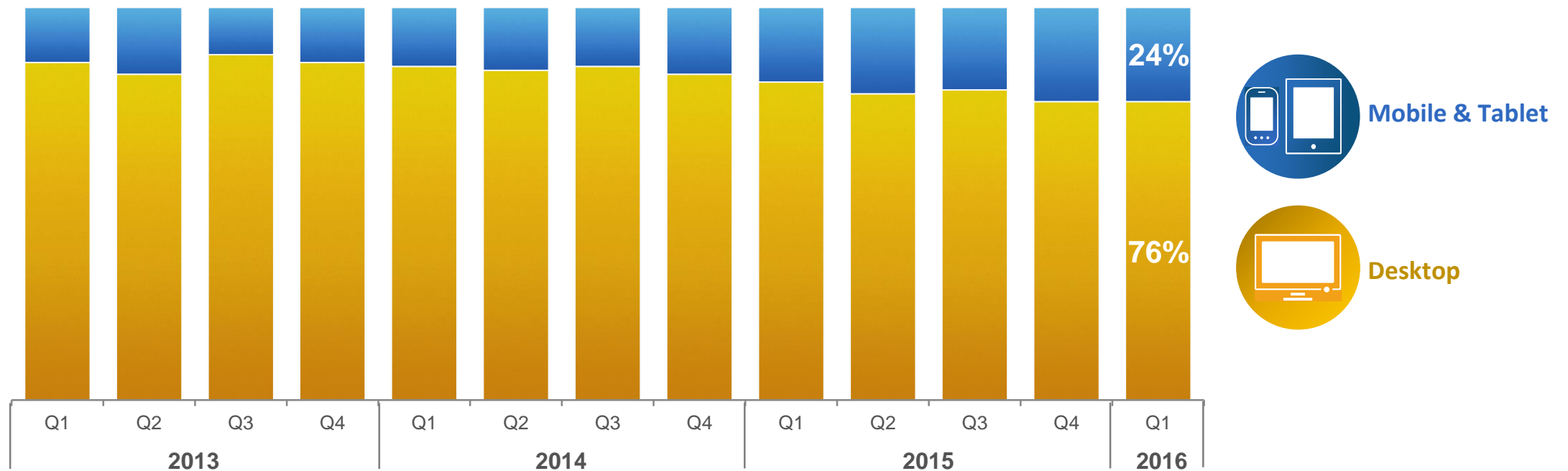
How do consumers shop?  
Which devices do they use?

# Mobile vs. Desktop

Mobile purchases have been steadily growing, with sustained growth since late 2014

## % OF ONLINE ORDERS BY DEVICE:

Mobile vs Desktop



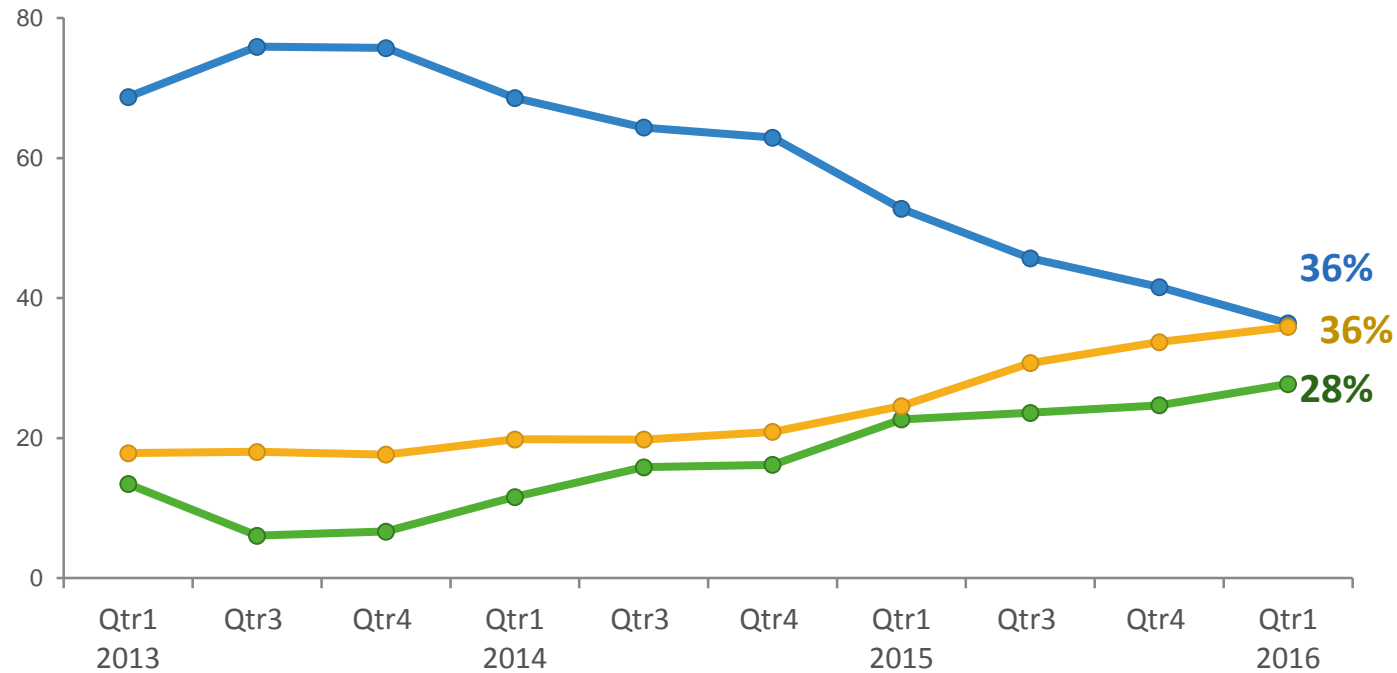
SOURCE: Bizrate US Point-of-Sale Network of 5,000+ retailers. N=736,018,308. NOTE: Mobile refers to smartphone and tablet web purchases.

# iPhones vs iPad vs Android

eCommerce sales on iPhones equal online sales on iPads as of Q1 2016.

## % OF ONLINE ORDERS BY DEVICE BRAND:

Android, iPad, & iPhone



# Mobile drives omni-channel shoppers

## Mobile Powers Shopping

**73%**

of mobile device owners use them to shop online

**21%**

use mobile devices to assist their in-store shopping experience

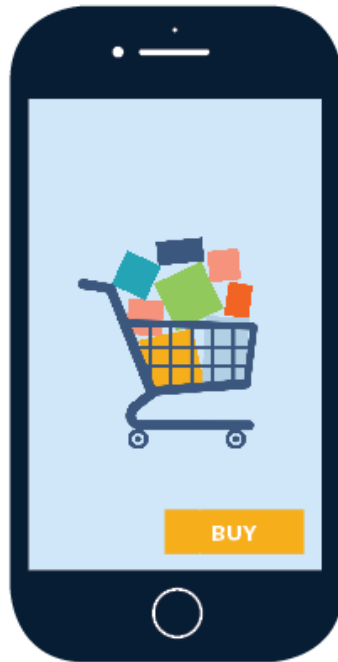
## OPPORTUNITY REMAINS

**NEARLY**  
**1/4**

shoppers still don't use their mobile device to shop at all

SOURCE: BizAdvisor: *Quick Hits: Mobile Behavior to Watch in 2016*. (February 2016). Available from [http://pages.connexity.com/02.26.16\\_Feb16\\_BizAdvisor\\_CD\\_US\\_IN\\_Q1.html](http://pages.connexity.com/02.26.16_Feb16_BizAdvisor_CD_US_IN_Q1.html). N=9,142 online shoppers in the US and Canada, collected between January 25 – January 31, 2016. NOTE: Mobile refers to smartphone and tablet web purchases.

# How do omni-channel shoppers use mobile?



## How Do Shoppers Use Mobile?

### ASSESS AVAILABILITY

63%

of shoppers check if an item is in stock on mobile before visiting store, or think it's a good idea to do so

### BEWARE!

ALMOST

2/3

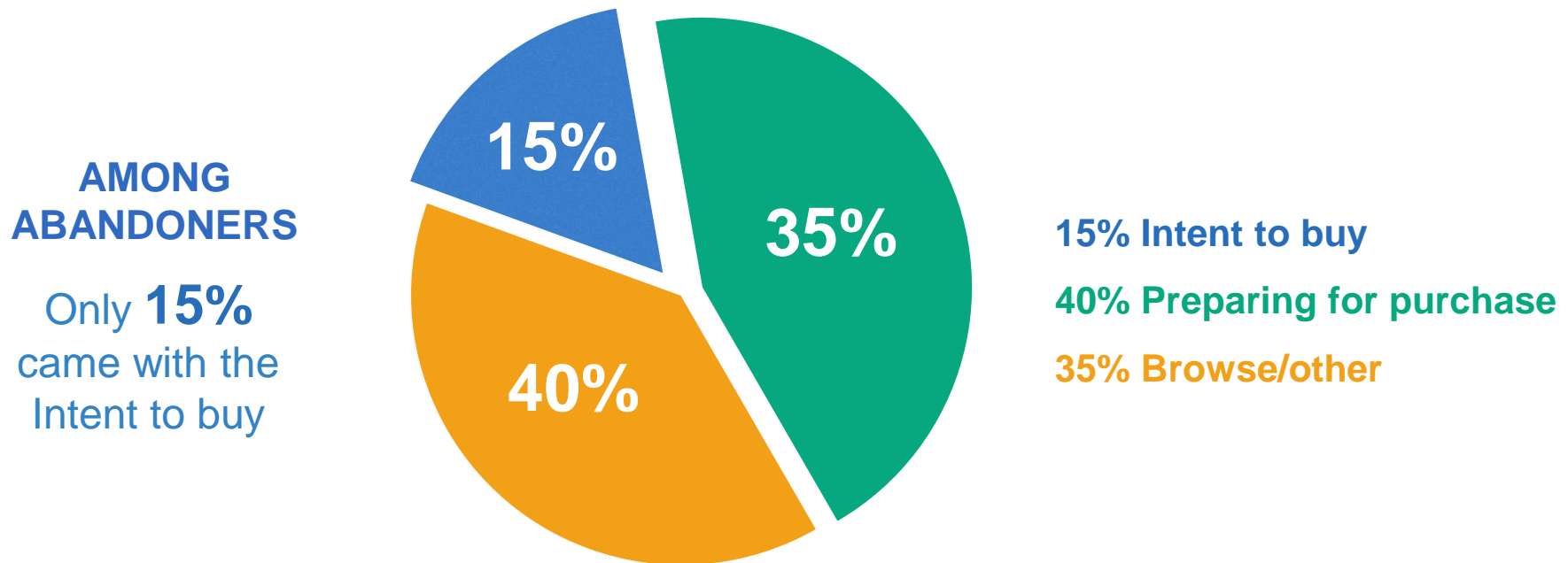
of mobile shoppers look for better prices and coupons at competitors while in your store

Why do shoppers  
leave online stores?



# Not all abandoners are created equal

Focus on those that intend to buy today



# Top reasons why intended buyers abandon



# How to complete the sale:

Top tips for intended buyers

## IF THEY'RE HAVING TROUBLE CONNECTING WITH PRODUCT:

- Offer to locate the item
- Provide notification when items are restocked

## PERSONALIZE RETARGETING MESSAGES BASED ON REASON FOR ABANDONMENT:

- Provide more product details, specifications and photos
- Reach out during work hours
- Limit coupons to 20% off (unless you regularly offer a higher discount)



How do ratings &  
reviews influence  
consumer choice?

# Customers look for retailer ratings & reviews throughout the buying cycle

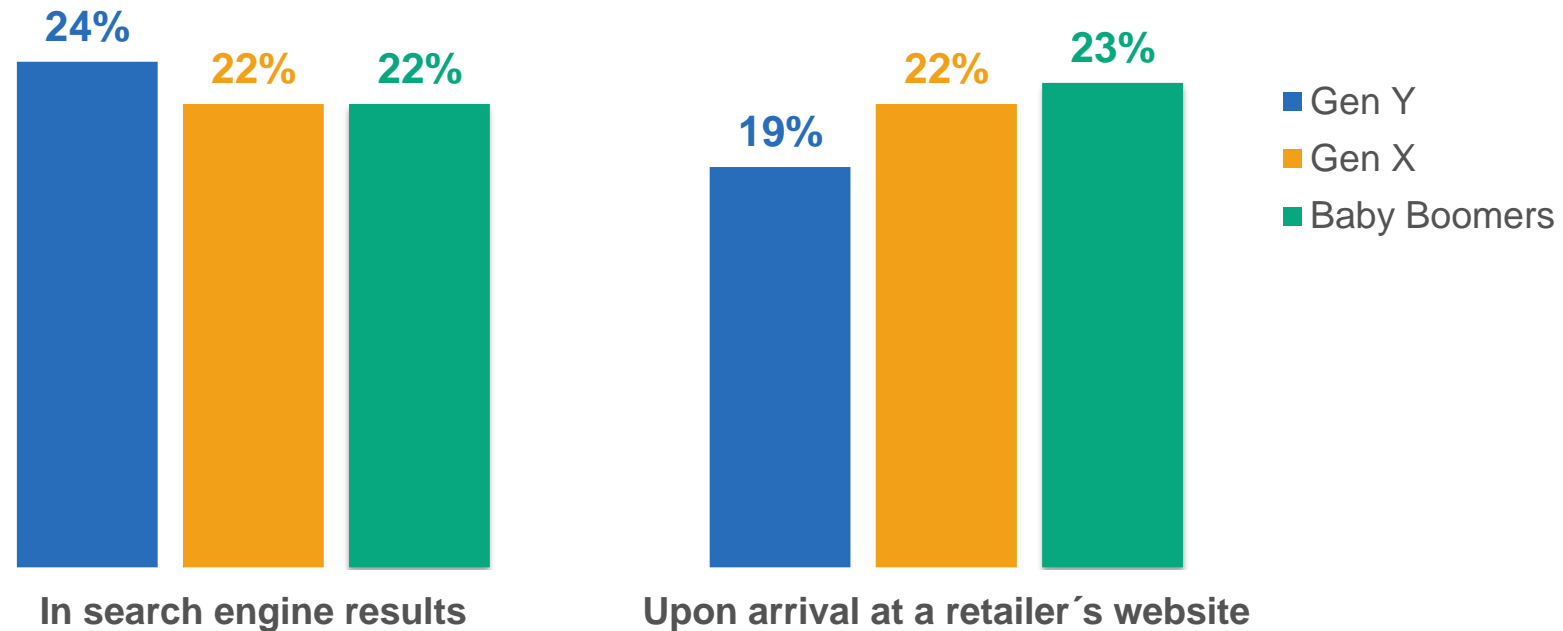


% of customers looking for	In search engine results	Upon arrival at retailers' websites	After I find what I might buy
<b>RATINGS</b>	22%	22%	42%
<b>REVIEWS</b>	20%	14%	54%

SOURCE: Bizrate Insights Study: *The Importance of Ratings & Reviews*. N=4,247 online shoppers in the US and Canada, collected between January 22 – January 27, 2015. Q3. At what point during your shopping experience do you typically look for or notice customer-written reviews about the store? Q5. At what point during your shopping experience do you typically look for or notice store ratings?

# Ratings in search engines are most important to Gen Y

**% OF ONLINE BUYERS: WHERE THEY LOOK FOR RATINGS:**  
By Generation



SOURCE: Bizrate Insights Study: *The Importance of Ratings & Reviews*. N=4,247 online shoppers in the US and Canada, collected between January 22 – January 27, 2015.

Q3. At what point during your shopping experience do you typically look for or notice customer-written reviews about the store? Q5. At what point during your shopping experience do you typically look for or notice store ratings?

What makes  
customers loyal?

# Top drivers of customer loyalty

## AT POINT OF SALE

- 1** Checkout
- 2** Overall look and design of the site
- 3** Clarity of product information

## AFTER ORDER FULFILLMENT

- 1** Customer support
- 2** Product met expectations
- 3** On-time delivery

SOURCE: *Bizrate Point of Sale (POS) Survey*. For Likelihood to Recommend, N=56,292, for Overall Purchase Experience, N=57,331; and for Likelihood to Buy Again, N=56,905 online shoppers in the US and Canada, collected between January 1 – March 29, 2016.

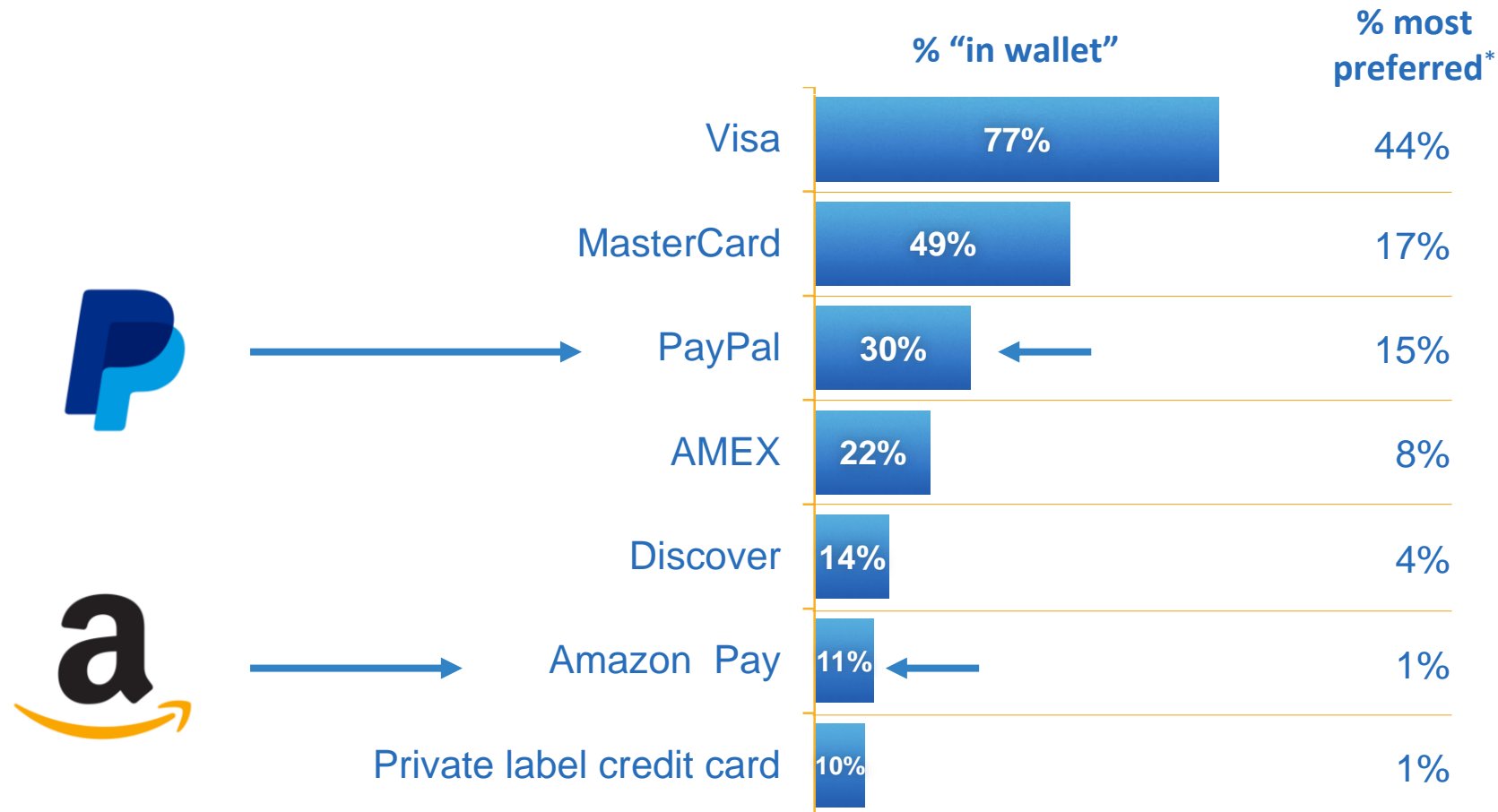


# What's your Net Promoter Score® ?

	Point of Sale	After Order Fulfillment
Promoters	77%	78%
Passives	18%	14%
Detractors	5%	8%
Average NPS® Score <i>(Promoters – Detractors)</i>	<b>72%</b>	<b>69%</b>

SOURCE: Bizrate Point of Sale (POS) Survey, Likelihood to Recommend, N=3,399,364 online shoppers in the US and Canada, collected between January 1 – March 10, 2016.  
Bizrate Fulfillment (FF) Survey, Likelihood to Recommend, N=753,110 online shoppers in the US and Canada, collected between January 1 – March 10, 2016. NOTE: percentages are rounded.

# Alternative online payment services like PayPal & Amazon Pay have double digit reach

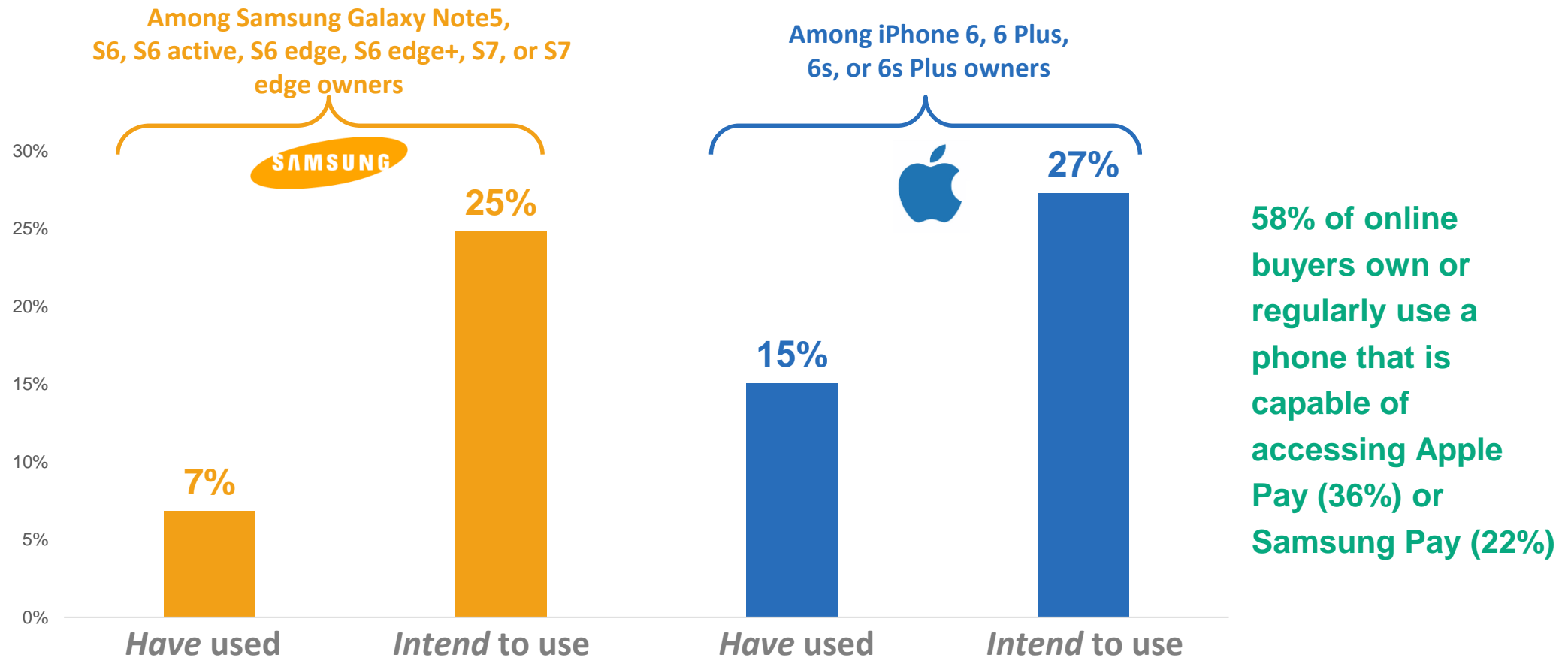


SOURCE: Bizrate Insights Study: *What Payment Options Do Online Shoppers Prefer?* Available from <http://connexity.com/blog/2016/01/what-payment-options-do-online-shoppers-prefer/> N=11,390 online shoppers in the US and Canada, collected between October 17 - October 21, 2015. Q1. Which of the following payment options do you have "in your wallet"? Q2. Which of the following payment options do you prefer to use as often as possible?

# Offline mobile payment options are taking root **bizrate** insights

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Is Apple Pay still merely interesting to try on occasion?  
Is Samsung Pay finding users?



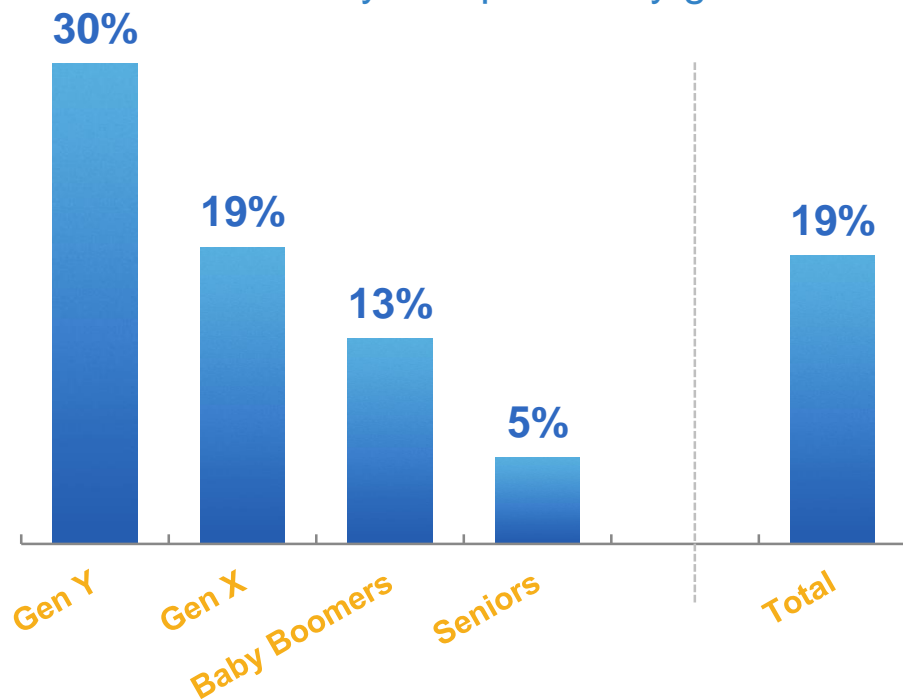
SOURCE: Bizrate Insights Study: *Usage of Apple Pay & Samsung Pay*. N=3,235 online shoppers in the US and Canada, collected between March 30 – April 4, 2016.

Q1. Would you use Samsung Pay to pay for purchases in brick-and-mortar stores? Q2. Would you use Apple Pay to pay for purchases in brick-and-mortar stores?

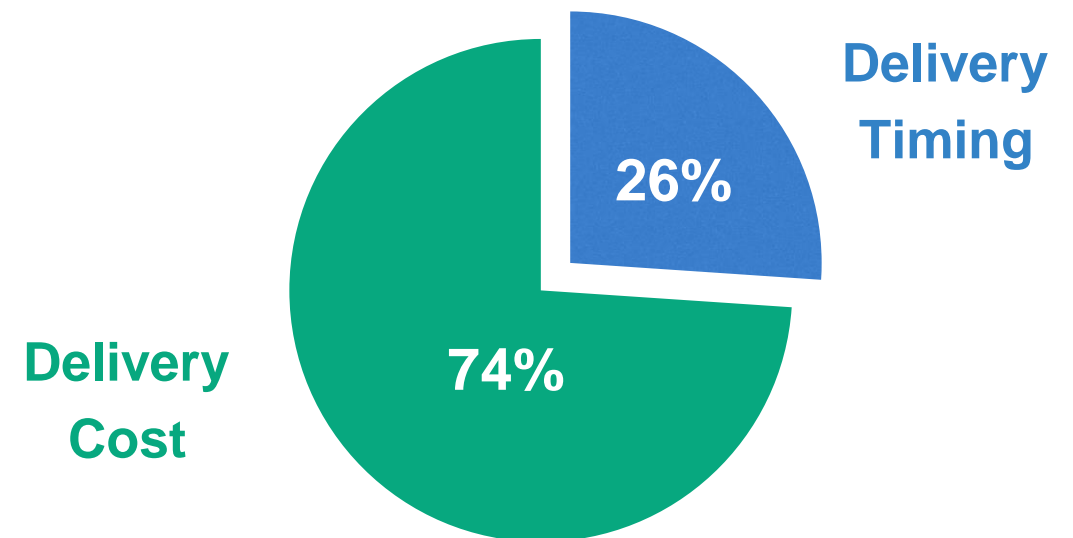
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# Same day delivery is more important for younger consumers

**%** of respondents who said same day delivery is important by generation



But all generations state that delivery cost is more important than delivery timing

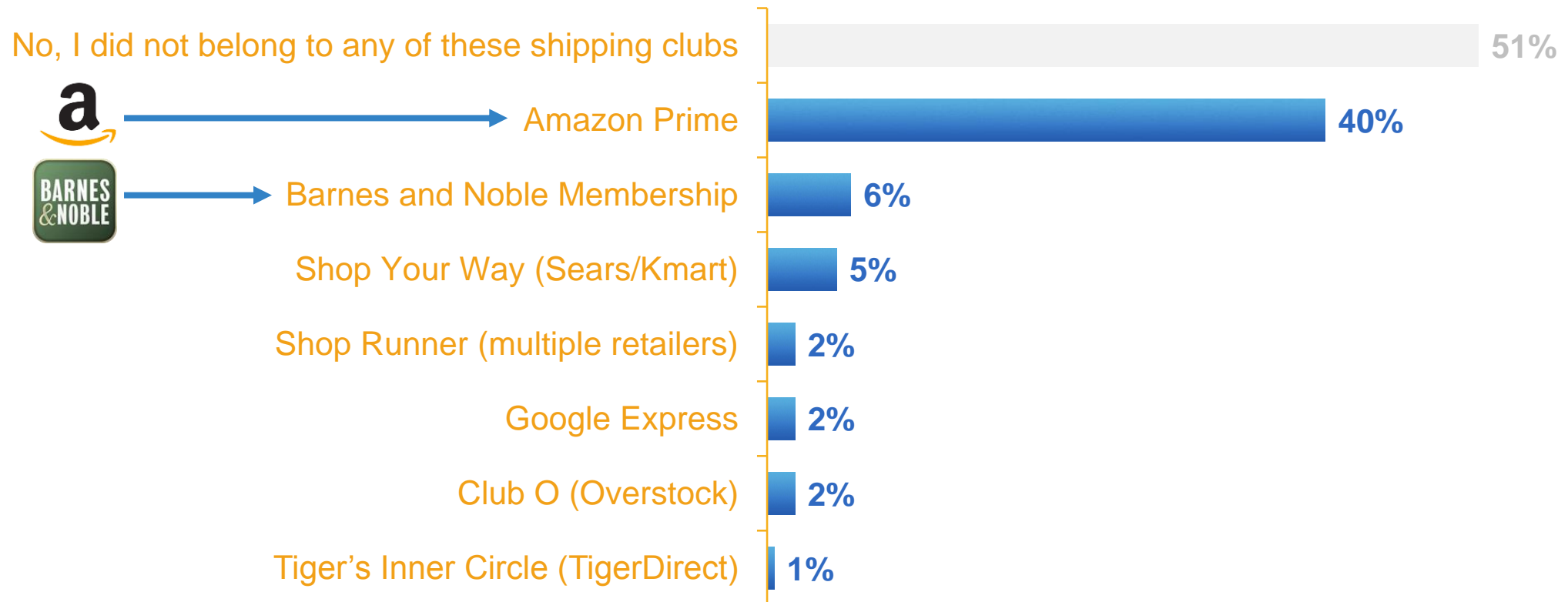


SOURCE: Bizrate Insights Study: *How Important Is Same-day Delivery to Shoppers?* Available from <http://connexity.com/articles-white-papers/how-important-is-same-day-delivery-to-shoppers/> N=6,767 online shoppers in the US and Canada, collected between October 27– October 30, 2015. Q1. Which of the following is most important to you when ordering online: Delivery timing or Delivery cost? Q2. Is same day delivery important for this retailer to have available?

# Shipping club proliferation

Do you need a shipping club? Probably not. What percent of your customers belong to Amazon Prime? Chances are, quite a few.

## Shipping Club Membership



SOURCE: Bizrate Insights Study: *Feelings About Shipping Costs*. N=5,609 online shoppers in the US and Canada, collected between February 18 - February 23, 2016. Q2. Do you belong to Amazon Prime? Q3. Were you a member of any of the following online shipping clubs in December 2015? Data on shipping club membership only includes buyers from the 5,000+ US retailers in the Bizrate customer feedback program.

**THANK  
YOU**

For questions about this presentation,  
contact Hayley Silver [hsilver@bizrate.com](mailto:hsilver@bizrate.com)

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# PANEL

**OMNI-CHANNEL / OMNI-DEVICE**

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