NEW RESEARCH SHOWS HOW DIGITAL CONNECTS SHOPPERS TO LOCAL STORES

People turn to digital before and while they shop in local stores, and that’s good news for retailers. A new study disproves three common myths about digital and offline buying.

Search results only send consumers to e-commerce sites.

Search results are a powerful way to drive consumers to stores.

Once in-store consumers begin looking at their smartphones, the store has lost their attention.

Stores can grab consumers’ attention through search results and a retailer’s mobile site or app.

Online research has limited what consumers expect from stores; they really just go to stores to transact.

Consumers still visit stores for more than just transactions, but they now expect more out of any place they shop. They want informed, customized experiences.

42% of in-store consumers conduct research online while in store using:

- Search engines
- 64%

- A retailer’s site/app
- 46%

- Another retailer’s site/app
- 30%

- A different type of site/app (e.g., coupon review)
- 26%


Survey conducted among 6,000 smartphone users aged 18–54 who have influence in the purchase decision making process of Retail, CPG or Tech products and have used the internet to look for shopping-related information.

WHAT RETAILERS CAN DO

- DRIVE TRAFFIC TO STORES
  Use Local Inventory Ads to show product availability at a nearby store. And show your store’s location, hours of operation and phone number in ads.

- ENGAGE SHOPPERS IN STORES
  Optimize your search engine results and website or app for consumers as they search in-stores.

- PROVIDE CUSTOMIZED OFFERS
  Send relevant offers and recommendations right to consumers as they search on their phones in and around stores.

THREE DIGITAL TO IN-STORE SHOPPING MYTHS DEBUNKED

Myth 1

Shoppers would find this information very helpful in search results:

Price of item at a nearby store
63%

Item is in stock at a nearby store
59%

Location of closest store with item in stock
56%

Shoppers were more likely to shop in stores that offered:

- 75%
  - 50% off

- 74%
  - Item is in stock at a nearby store

- 66%
  - Location of closest store with item in stock

3 in 4

Myth 2

Once in store consumers begin looking at their smartphones, the store has lost their attention.

Stores can grab consumers’ attention through search results and a retailer’s mobile site or app.

40% of in-store consumers conduct research online while in store using:

- Search engines
- 64%

- A retailer’s site/app
- 46%

- Another retailer’s site/app
- 30%

- A different type of site/app (e.g., coupon review)
- 26%

Myth 3

Online research has limited what consumers expect from stores; they really just go to stores to transact.

Consumers still visit stores for more than just transactions, but they now expect more out of any place they shop. They want informed, customized experiences.

What retailers can do

- Provide customized offers
  - Send relevant offers and recommendations right to consumers as they search on their phones in and around stores.

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