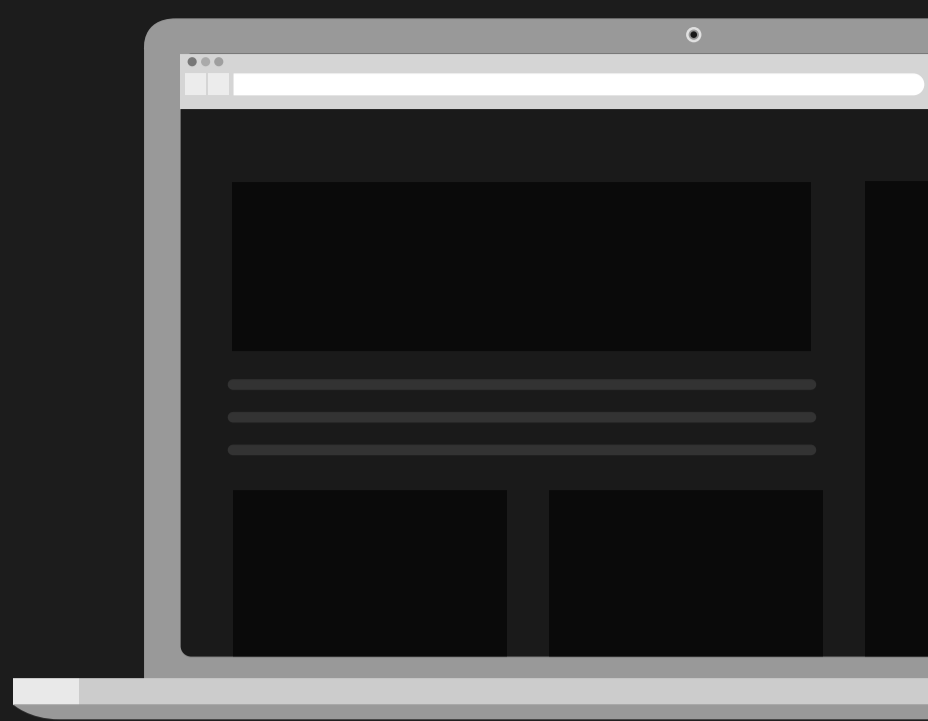


THE 7 MOMENTS

THAT SHAPE ONLINE SHOPPING BEHAVIOR

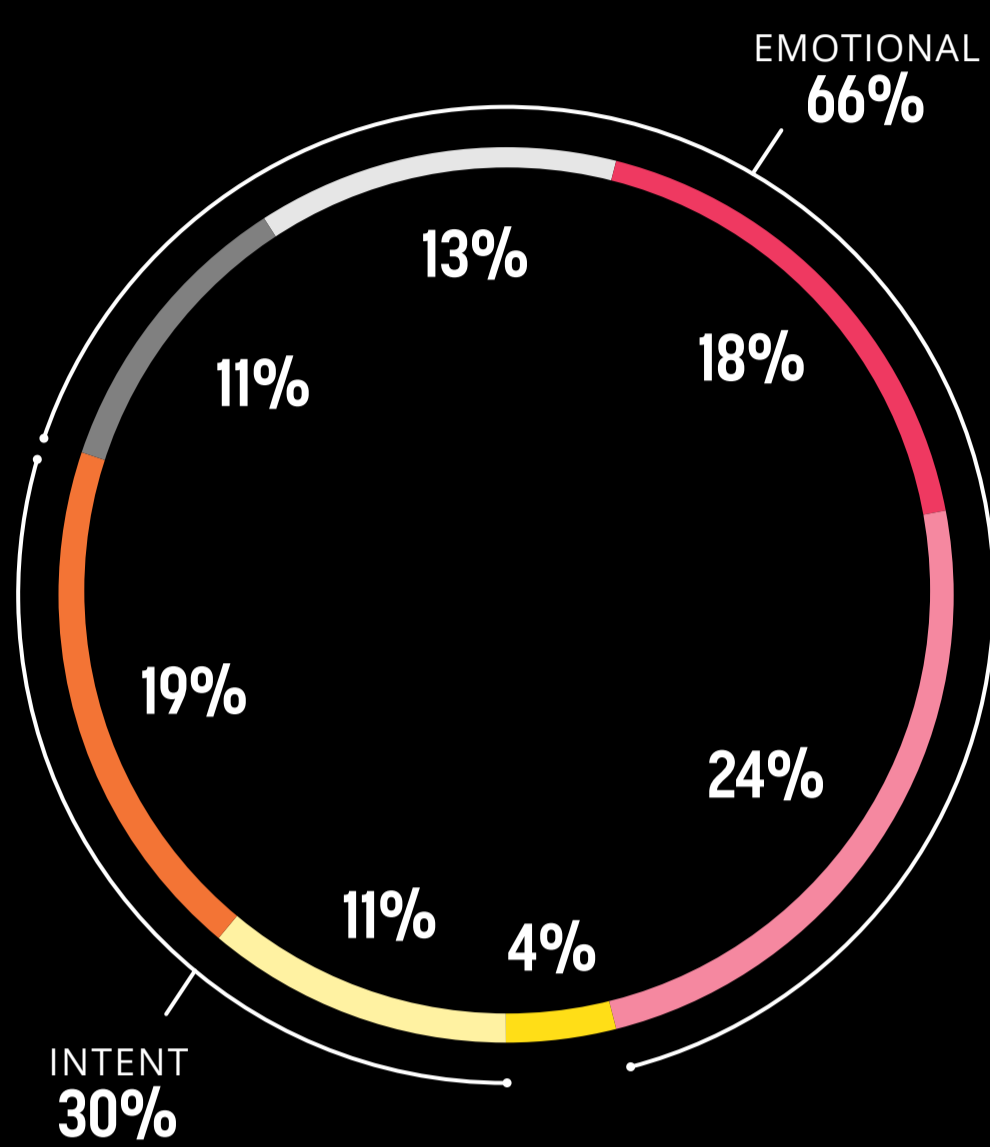
Online shopping is more emotional than you think. Here are the moments that matter, and how you can engage consumers in a more meaningful way.



WHY WE SHOP

These seven moments define online shopping behavior.

- Me-Time Browsing
- Expertise Browsing
- Rabbit Hole Browsing
- Deal Browsing
- Problems & Solutions Browsing
- Boredom Browsing
- Dopamine Browsing



66%

OF BROWSING MOMENTS ARE DRIVEN BY EMOTION

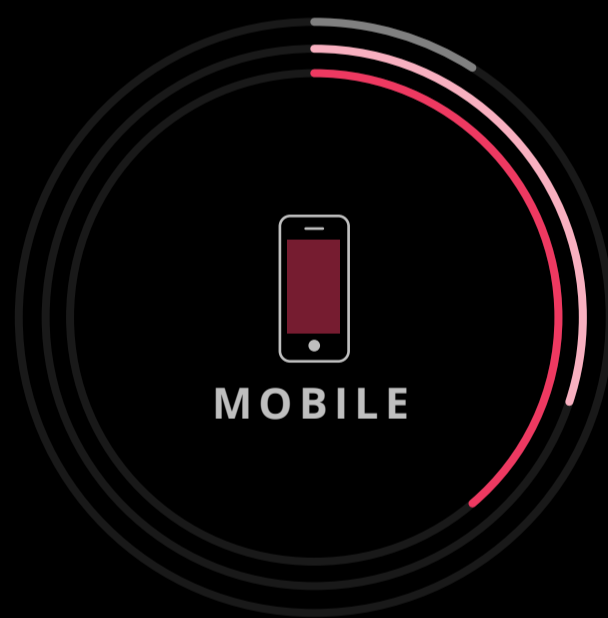


MOST CONSUMERS SHOP ONLINE WITH NO SPECIFIC PURCHASE IN MIND.

THE RISE OF THE MOBILE SHOPPER

Desktop still dominates, but mobile is not far behind. Millennials shop on mobile devices almost as much as on desktops.

- Boomers
- Gen X
- Millennials



RE-IMAGINE YOUR RELATIONSHIP WITH ONLINE SHOPPERS

Here's what you can do to drive successful digital campaigns in 2016.

- 1 The rise in mobile technology and "always-on" mindsets have transformed shopping into an unconditional habit. Take note and market accordingly.
- 2 Tailor brand messaging to tap the seven key motivations that drive online shopping.
- 3 Consider the format target audiences will most likely be shopping on and strategize accordingly.
- 4 Engage emotions through the shopping experience itself. Like brick-and-mortar shops, online stores should work to cultivate emotional responses as consumers browse.