

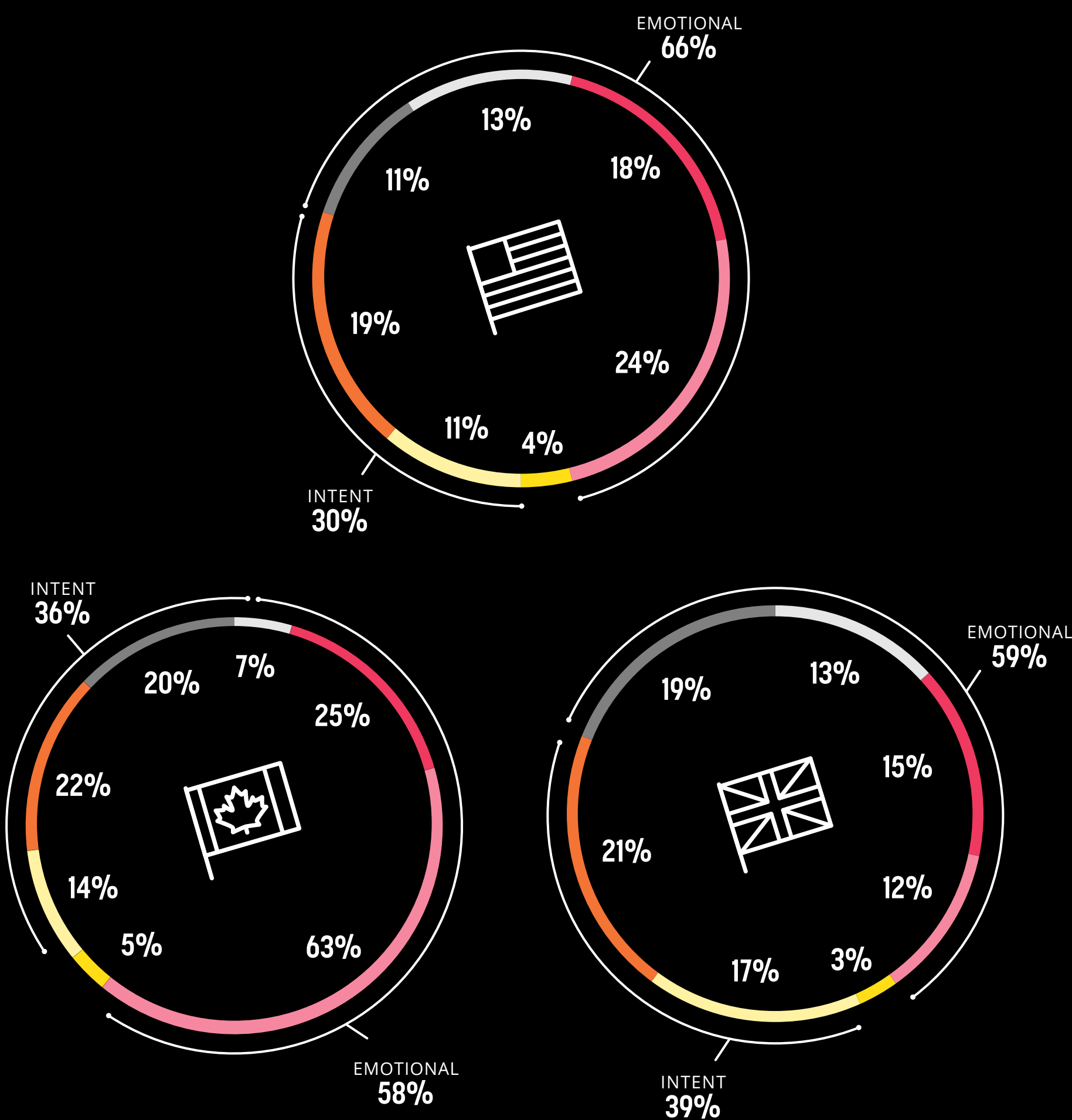
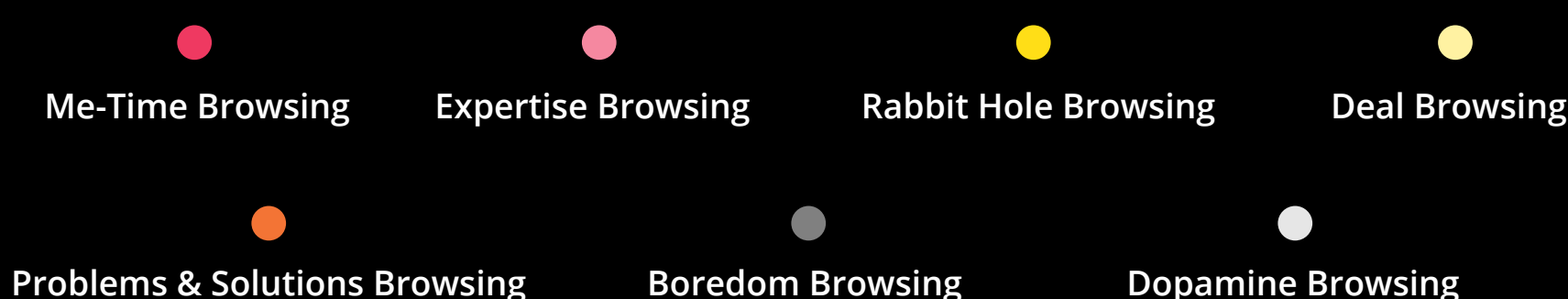
SHOPPING AROUND THE WORLD

THE 7 MOMENTS THAT SHAPE ONLINE SHOPPING BEHAVIOR

Engaging with online shoppers is all about emotion. Explore the motivations driving online shopping behavior across the US, the UK and Canada and see how marketers are using these insights to reach consumers with more creative and compelling experiences.

WHY WE SHOP

These seven moments define online shopping behavior.



Consumers are most often shopping online to fulfill an emotional need, and without a specific goal or purchase in mind.

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.

Learn how these insights can be used to connect with online consumers through the right shopping experiences, depending on the motivations driving that moment. Download the research report [here](#).

Sources: AOL "Unconditional Shopping: How Seven Moments Are Shaping the Way Consumers Shop Online", AOL, 2015