



UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Conclusion

About GfK

I only wanted
a mascara!





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Conclusion

Understanding shoppers' purchase journeys is one of the toughest challenges manufacturers and retailers are facing today.

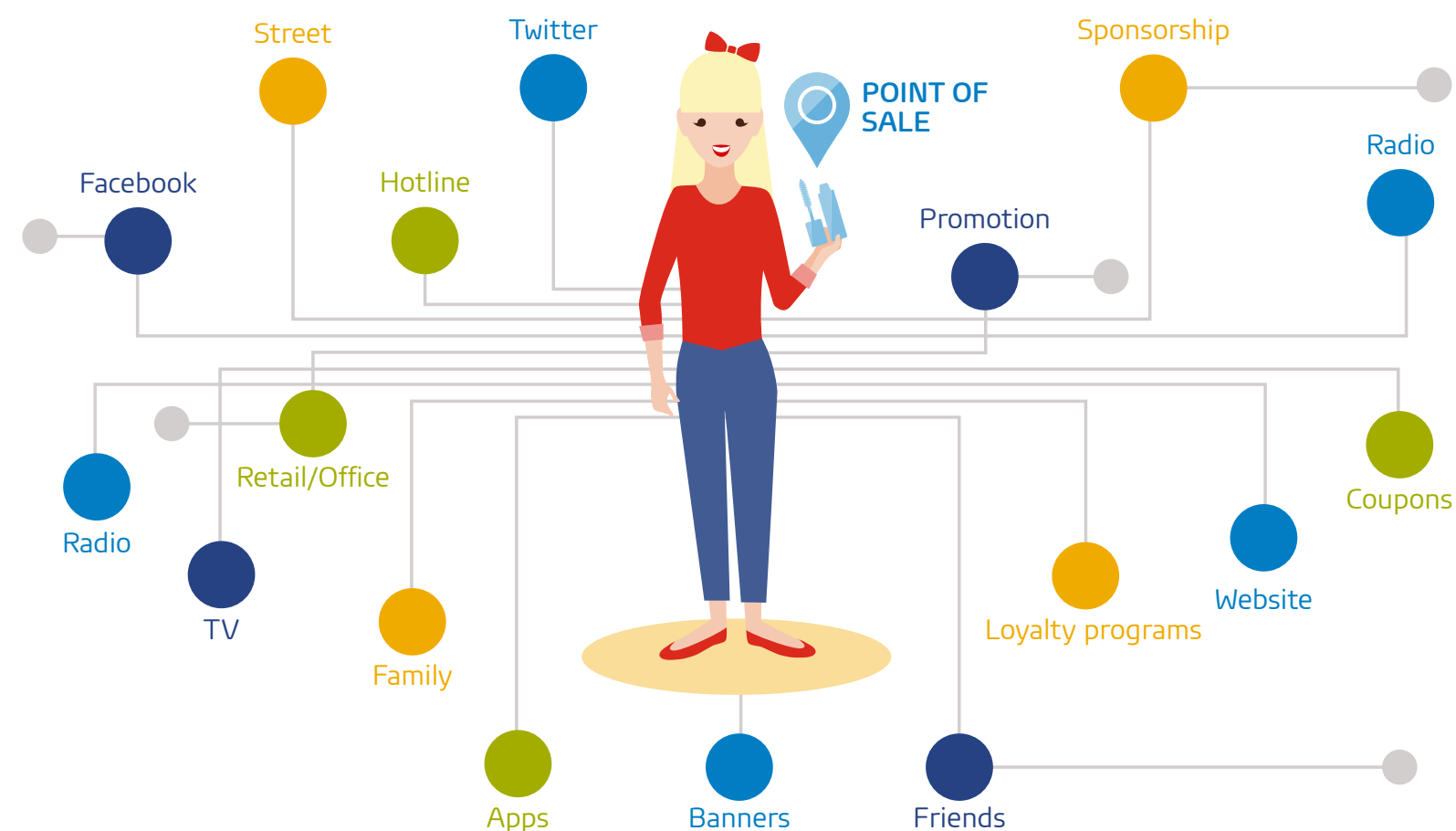
! What route do shoppers take when making a purchase?

! How do different touchpoints influence their decision to buy?

! Which touchpoint has the most influence?

! Which media are shoppers exposed to?

Follow Emma's purchase journey!



About GfK



UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Conclusion

About GfK

Emma needs a new mascara.
The first place she goes is her
phone for an online search.

! Make sure your brand catches
her attention.

✓ Your brand comes top in an
online search.

✓ Your website is optimized
for mobile.

✓ Products are quick and easy
to find on your website.

✓ Your brand promotion on
your and other retailers'
websites is effective.

✓ You have a way to capture
Emma's information.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

In her lunch hour, Emma visits a department store to check out the different types of mascara available in person.

Mastering today's purchase journey means being present online and offline.



Don't forget the crucial role of the store in helping shoppers to make up their minds.



Help shoppers to navigate the shelf with good lighting and signage.



Ensure you tester products are easy to find.



Provide tips and hints at the point of sale.

51%

of shoppers buy in-store because they want to see and feel the products before they buy them.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

When in-store, Emma texts her friend for advice and checks prices at other retailers using her phone.



Don't forget that Emma is still using her mobile for advice and further information even though she's in-store.



Have a presence on social media.



Create hashtags for highlighted products, which are visible in the shop.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

Emma takes selfies of herself wearing two different mascaras, uploads them to Facebook and asks her friends and family to vote for their favorite.



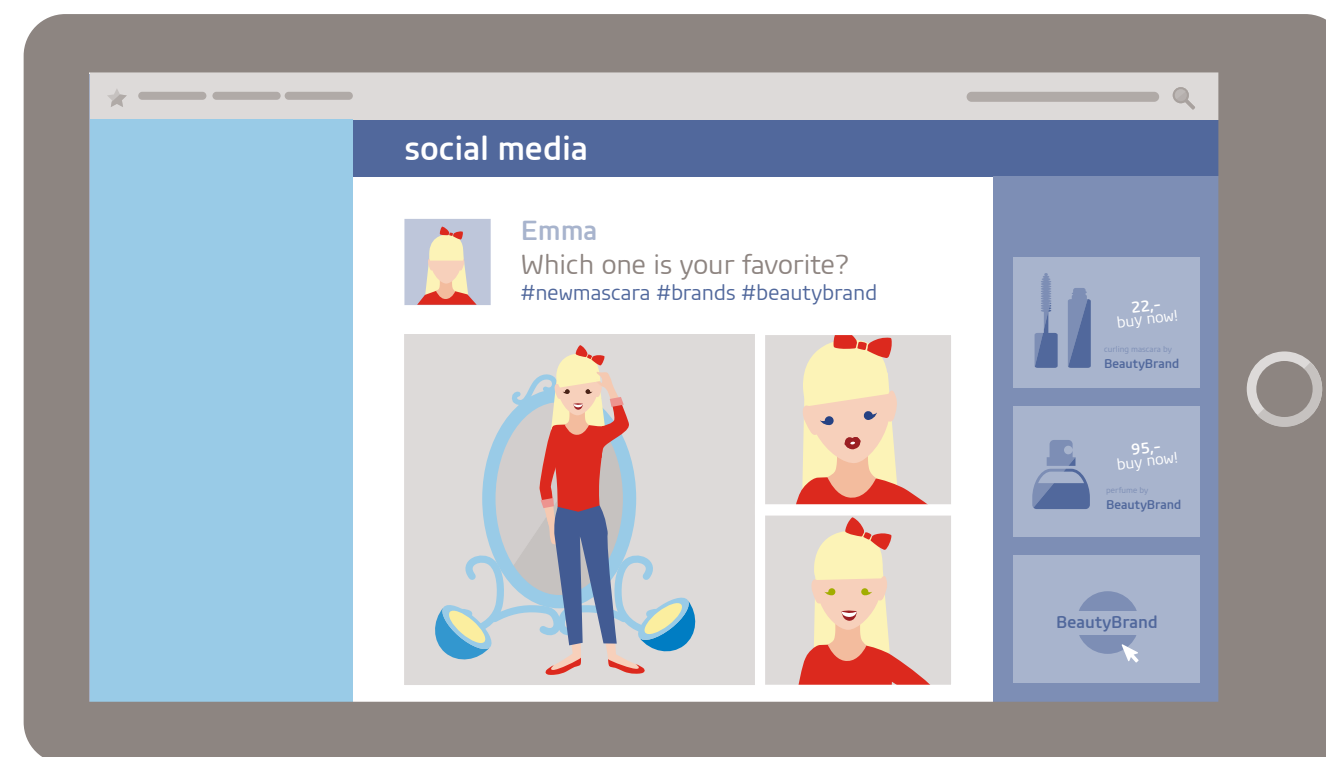
Don't forget the purchase journey is social – even if the shopper in-store is alone.



Your brand must listen and respond to your customers using social media.

36%
use their mobile to take pictures of products in-store.

40%
contact family or friends for advice whilst in-store.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

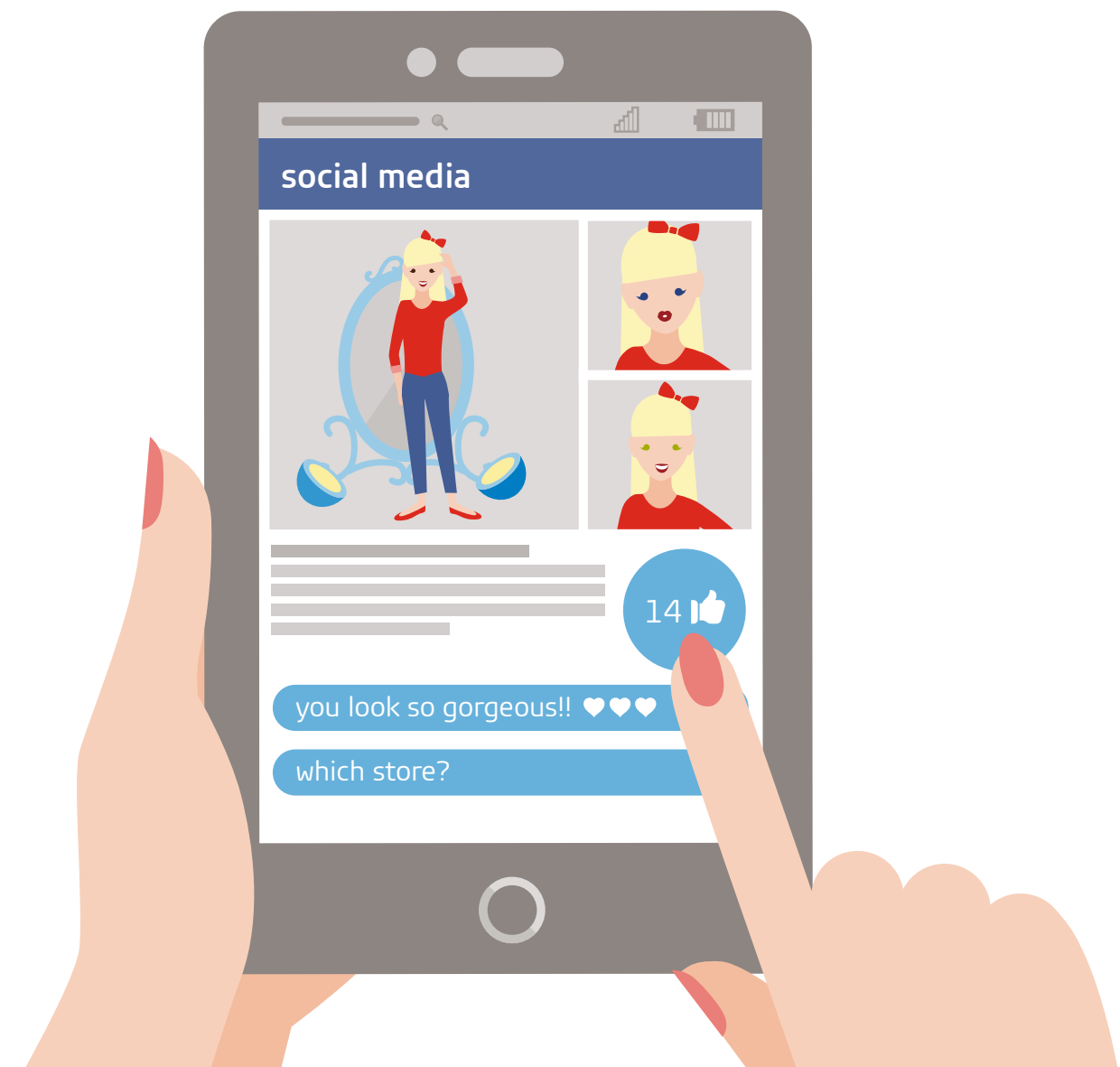
Before Emma leaves the office for the day, Emma logs onto Facebook to see if any of her family and friends had commented on her pictures.



Shoppers not only share 'likes' and pictures on social media, however. Their complaints and criticisms are also amplified by this channel.



Make sure you accentuate the positive, and handle the negative fast by listening to social media conversations.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

On her way home, Emma settles down with her favorite magazine. She spots an ad for one of the beauty brands she had been considering in the department store.



Understanding media consumption patterns means you can influence your customers' decision-making processes as they consider what to buy.



Having a cross-media perspective helps you to optimize your ad spend.

18%

of young shoppers discover personal care products through adverts in magazines and newspapers.



36%

of young shoppers discover personal care products through advertising.



UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

In-store

Mobile phone

Social media (1/2)

Social media (2/2)

Print

Influencers

Purchase

Conclusion

About GfK

That evening, Emma uses her tablet to look at Instagram for inspiration. She watches some beauty tutorial videos on YouTube.



Shoppers of all ages invest significant amounts of time in researching their purchases.



Make sure you understand what information your potential customers need and provide it.



In beauty, tutorials and tips online are influential. Publish your own videos, and build relationships with bloggers and vloggers to maximize reach and impact.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Online vs. offline

Add value

Key to success

Conclusion

About GfK

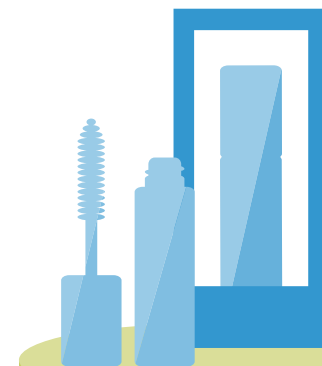
Next, Emma compares the prices of the department store against those of a number of online retailers. She decides that she would prefer not to have to wait for an item to be delivered or pay a delivery charge.



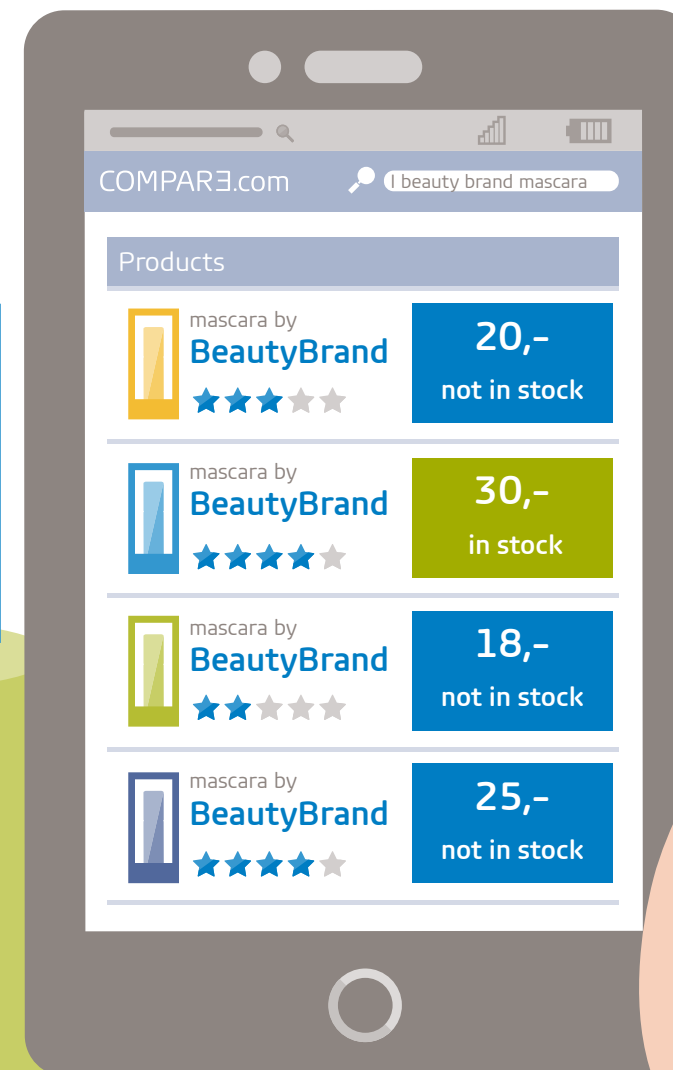
If you're online only, you need strategies to circumvent this.



If you're omnichannel, make sure retailers have your product in stock.



mascara by
BeautyBrand
22,-



42%

of shoppers cite delivery charges as a barrier to buying online.



UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Online vs. offline

Add value

Key to success

Conclusion

About GfK

Finally, with two mascaras in mind, Emma logs onto some of the brand's own websites. The decision is made for her by the offer of a free product if she signs up for newsletters from one of the brands in consideration.

! Brands can take more control of the purchase journey.

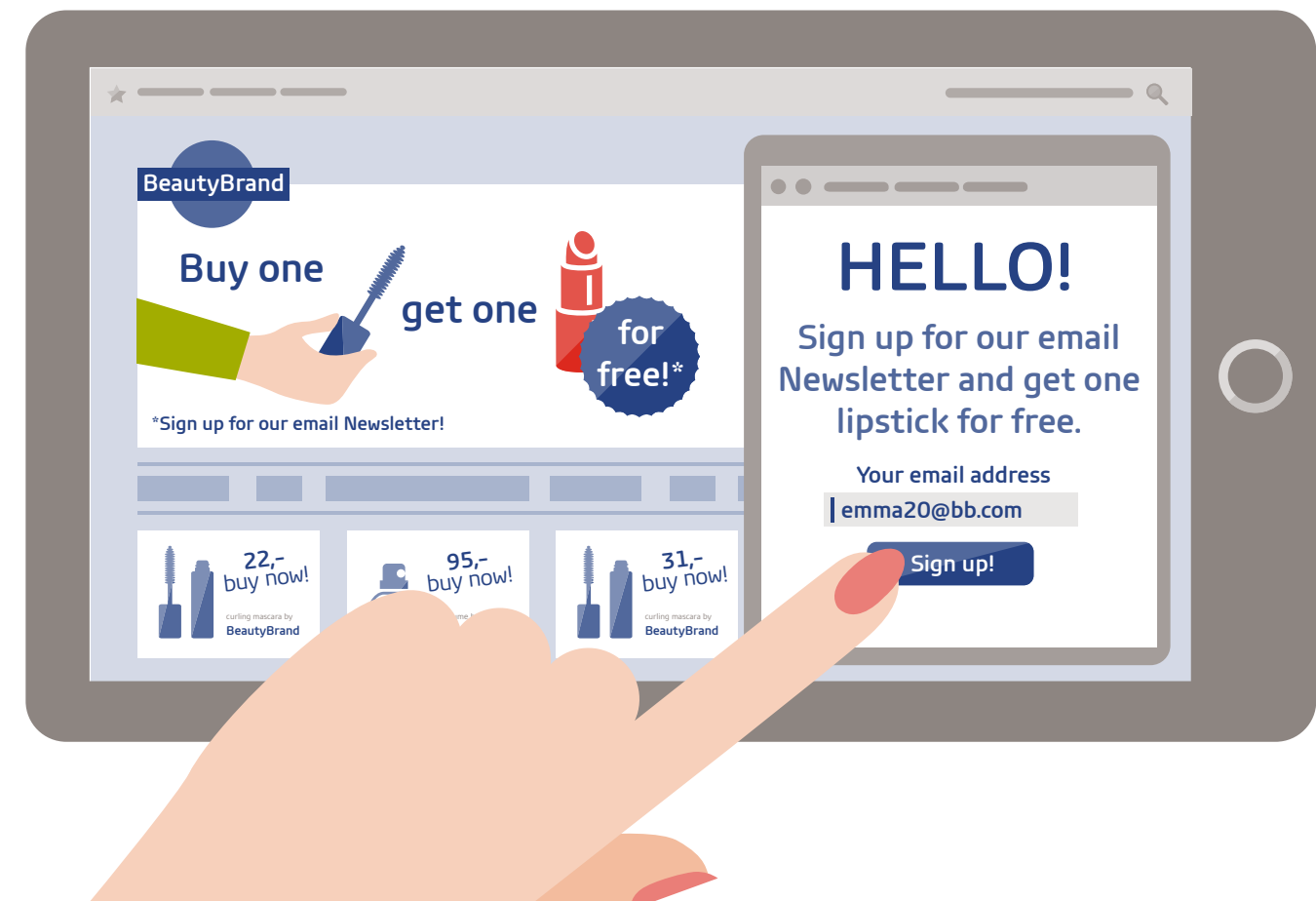


Offer web visitors benefits – vouchers, introductory offers and free gifts – in exchange for email addresses.



Send useful newsletters that encourage membership of loyalty schemes with real benefits.

FMCG companies experience a **44%** uplift in sales share where customers have visited the brand's site prior to purchase.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Online vs. offline

Add value

Key to success

Conclusion

About GfK

The next day, Emma goes to the department store. She chooses the the mascara she's decided on, and her free lipstick as well.



An effective omnichannel strategy has been the key to success.

Emma buys her mascara and receives a free lipstick. Your brand has a sale, a happy customer and an online "like".

21%

of shoppers say the fact that they can buy several things at once is an incentive for physical stores.





UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



Introduction

Trigger

Research

Purchase

Conclusion

Understanding the purchase journey means you can take control.

✓ Ensure your omnichannel strategy includes all key touchpoints.

✓ Identify and prioritize touchpoints that drive sales.

✓ Tailor messaging and content.

✓ Optimize media planning and marketing strategies.



About GfK



UNDERSTANDING A SHOPPER'S PURCHASE JOURNEY

Follow Emma's journey to see purchase journey intelligence in action



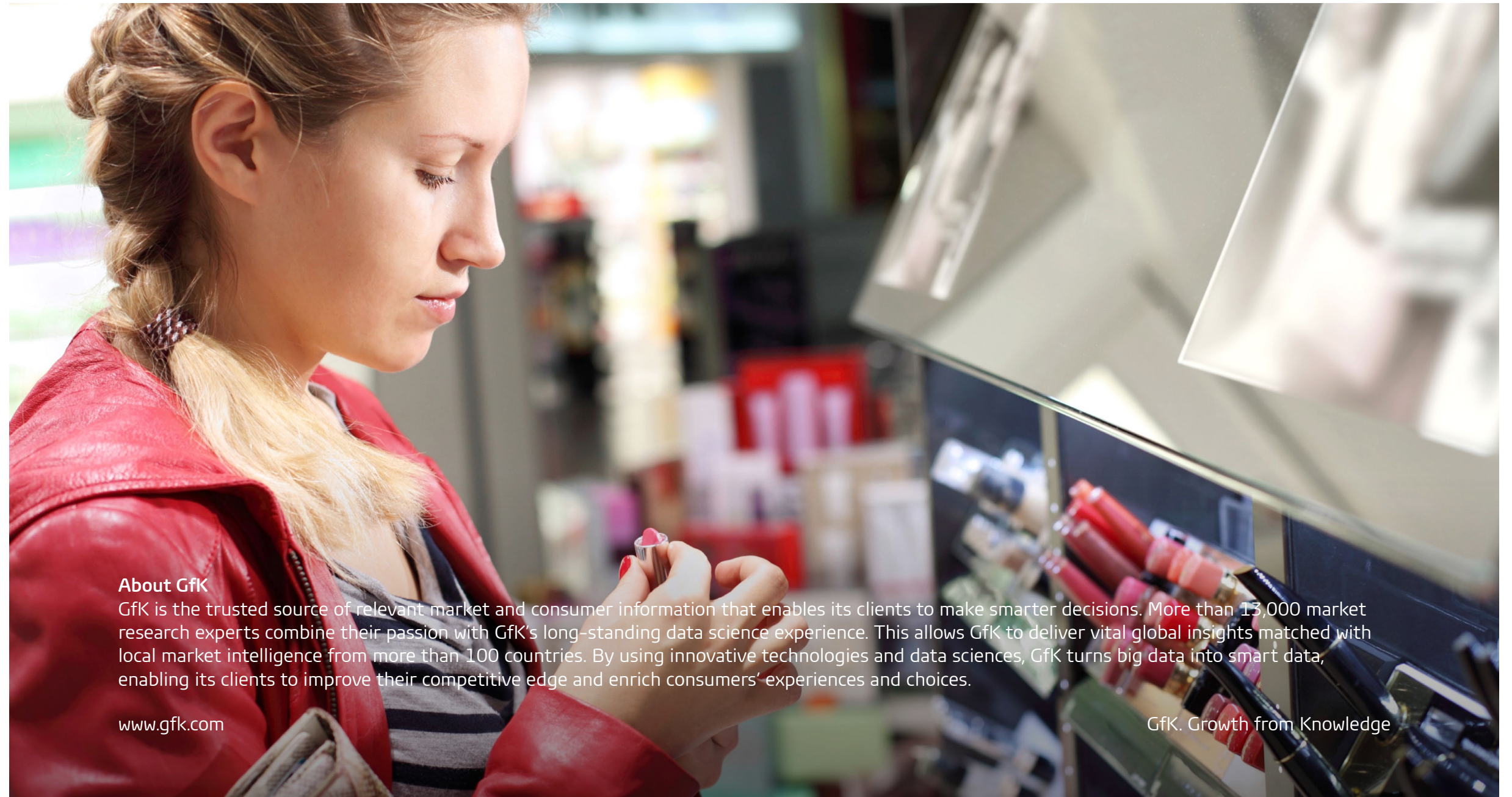
Introduction

Trigger

Research

Purchase

Conclusion



About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

www.gfk.com

GfK. Growth from Knowledge

About GfK