



# How Shoppers Use Mobile Devices In-Store

Today's consumers are connected, savvy and more selective about which brands they engage with. As a result, engaging and influencing shoppers in store has never been harder. Here's an outline of how to engage with shoppers, what they're doing on their mobile devices while in store and where shopper behaviour is going.

1

## What's engaging today's shopper in store?

Interactive digital signage and mobile technologies are the future of shopper marketing.

Based on data collected from LINKETT devices, shoppers are most likely to engage with Wi-Fi marketing initiatives:

Regardless the method, in store engagement is impacting shopper behavior<sup>1</sup>:

96% of interactions come from Wi-Fi

73% of shoppers were influenced to buy from content delivered to their device while in store.

2.4% of interactions come from NFC

61% of shoppers would visit a store that used interactive technology, more often.

0.9% of interactions come from QR Code Scans

60% of shoppers said they would buy MORE as a result of receiving content on their mobile device.

2

## What are shoppers doing on their phones?



75% of shoppers access their mobile devices in-store.<sup>3</sup>



53% price compare<sup>2</sup>



33% seek promotions<sup>7</sup>



36% find store locations<sup>2</sup>



35% find store hours<sup>2</sup>



21% research products<sup>4</sup>



23% read reviews<sup>4</sup>

VS.

44% showroom<sup>2</sup>

### SHOWROOMING DEFINED

Shoppers viewing merchandise in store to buy it later online, potentially from another retailer.

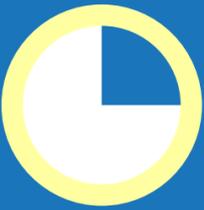
3

## Where is shopper behavior going?



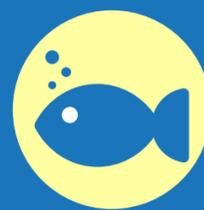
58% of shoppers would rather research on their device instead of engaging an employee.<sup>5</sup>

Of those who have a mobile devices, 82% of shoppers will use a search engine in store.<sup>2</sup>



Shoppers will spend an average of 15 minutes on their phones in store.<sup>2</sup>

Average consumer attention span is less than a goldfish [8s vs 9s respectively].<sup>6</sup>



www.linkett.com

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