



NEW MEDIA INSIGHTS FOR LOCAL ADVERTISERS

How to Connect with and Drive More Mobile Shoppers to Retail Stores

The omnichannel concept can be confusing and difficult to apply for local retailers/advertisers with limited time, marketing budgets and personnel.

New research from Blis, a global martech business, however, should help to demystify the concept and reveal how even the smallest retailers can benefit from engaging with consumers throughout the purchase journey.

First, the results of the research reinforces a finding from other studies: almost 76% of consumers still prefer to make purchases either from their desktop or laptop computer or in-store.

For the in-store channel, the results are a mixed bag. As multiple studies and surveys have found, most consumers still like to purchase at a store, but they don't seem to find much inspiration or advice there or rely on it for price comparisons.

This is another opportunity for retailers to train their associates to be expert and personalized shopping advisors and to focus on inspiring consumers with better displays of merchandise and making the entire store an experience.

Experiential shopping, in the form of cultural or other non-shopping events, has also been promoted as a tactic to increase foot traffic; however, it didn't score very high in the middle-right table. The bottom-right table reinforces the lack of shopping motivation for in-store experiences.

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Preferred Shopping Methods During Four-Stage Purchase Journey, 2019				
METHOD	INSPIRATION	ADVICE	COMPARING PRICES	PURCHASE
In-store	12%	12%	10%	35%
Mobile app	10%	7%	10%	8%
Mobile Website	15%	19%	22%	13%
Social media	16%	7%	3%	3%
Desktop/laptop	41%	55%	55%	41%

Blis, May 2019

Motivations for Shopping More In a Store, 2019	
MOTIVATION	PERCENT
Being able to buy or reserve online and pick-up in store	45%
Security (more confident in-store checkout is more secure than online)	35%
Having my most-commonly-purchased items already in a cart	25%
Mobile checkout to buy in-store and with the purchase shipped to house or other location	25%
Live cultural events at the store – music, book readings, etc.	14%
Ability to share experience with social network	9%
Other	11%

Blis, May 2019

ROI for In-Store Special Events, 2019	
CONSUMER ACTIONS	PERCENT
I have not attended such an event previously	59%
Yes, I was persuaded to make a purchase	19%
Yes, but I would have made a purchase without the event	16%
I didn't make a purchase, but took some photos and left	6%

Blis, May 2019

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Mastering the Mobile Channel

As much as the mobile channel is touted as the wunderkind of today's shopping intent, neither mobile app nor mobile Website scored very high in the research. Consumers seem perfectly happy journeying towards a purchase sitting in front of their desktop or laptop computer.

This doesn't mean the mobile channel has no value for retailers/advertisers; in fact, quite the opposite, as the data indicates mobile is an untapped resource for many to engage with consumers.

According to the research, a majority of consumers who shop online from their mobile phone take some purchase action: purchase with a mobile app, 26%; purchase on a mobile Website, 22%; and save items to purchase at another time, 23%. A bit more than one-quarter, or 27%, said they don't shop online.

Of the 71% who take some purchase action, 66% make a purchase.

Additional data from the Blis survey reveals the essential trigger to generate more foot traffic via the mobile channel (other than the timeless offer of a free sample).

What these results emphasize is retailers/advertisers must fully embrace the "mobile" concept, not only referring to a device, but also the mobility of consumers. When people are outside the home and on the go, they seem to be more susceptible to an ad/offer from a store that may be in the immediate vicinity of their location or one that is easily reached with a short drive.



What Mobile Shoppers Do Most Often from Their Mobile Phone, 2019	
ACTION	PERCENT
Purchase on a mobile Website	36%
Purchase within a mobile app	30%
Save items to purchase at another time from a desktop or in-store	32%
Other	2%
<i>Blis, May 2019</i>	

Mobile Prompts to Attract Consumers to a Store, 2019	
PROMPT	PERCENT
An offer to send a free sample	58%
An ad when outside the home and close to the store	41%
An ad when outside the home and having fun	15%
An ad when at home	29%
An e-vite to a totally different 20-minute experience close to you	11%
A chatbox that socializes with information about what's new wherever you are	9%
A meet-up to participate as a volunteer for the community	8%
<i>Based on The Media Audit's 2019 surveys</i>	

Sources: Blis Website, 6/19.

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