



UPS Pulse of the Online Shopper™



U.S. Study » June 2015

A UPS Study Infographic

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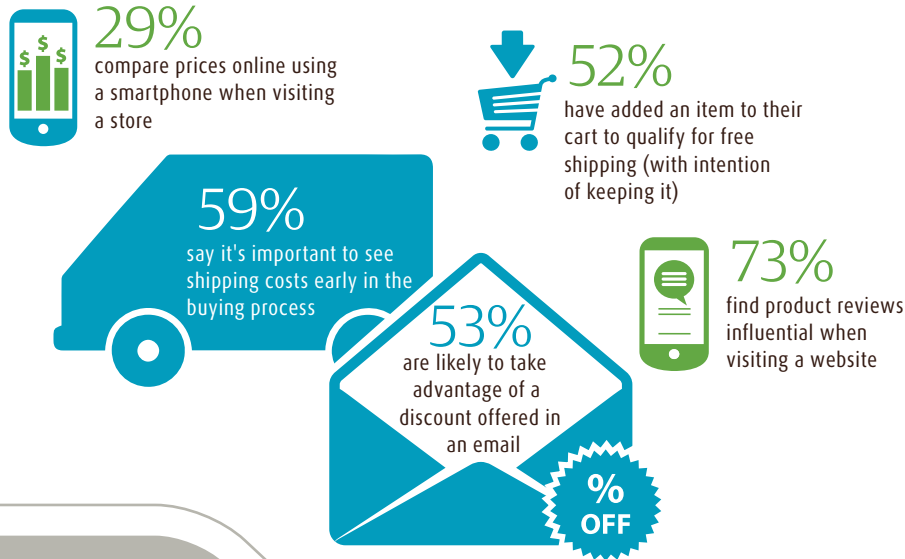
To download the full UPS Pulse of The Online Shopper white paper, go to: ups.com/onlineretail



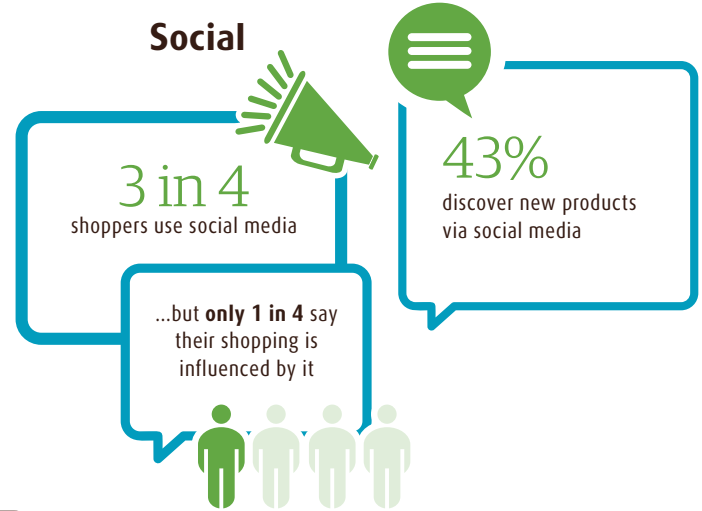
The Empowered Shopper Propels Retail Change

Today's savvy shopper continues to raise the bar on what it takes for a retailer to stay competitive with an online, in store and omnichannel shopping experience. To find out what it takes to be a Ready Retailer, download the full white paper at ups.com/insideretail.

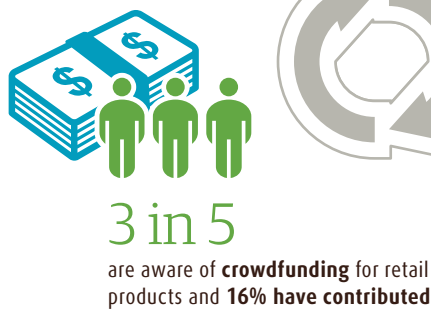
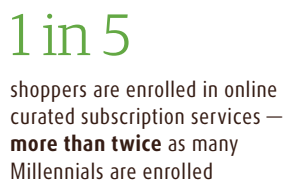
Dollars and Sense



Shifting Channel Behavior



Hunt for the Unique and Hard to Find



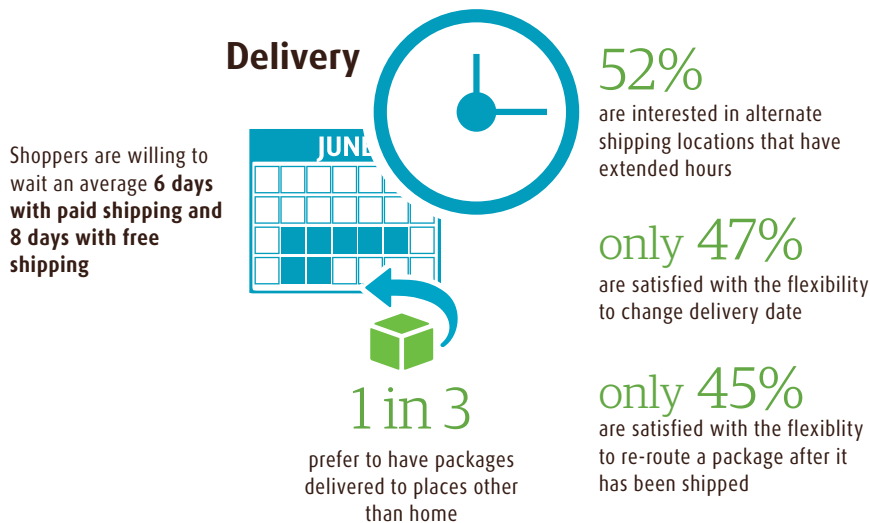
Mobile

- 41% of shoppers have used a smartphone to research an online purchase while 30% have made a purchase
- 24% of mobile users use a retail mobile app on a weekly basis
- 23% research on their smartphone prior to visiting a store — and 23% also research while in the store

The Store



Logistics Prowess



UPS developed the fourth annual survey of online shoppers to understand what motivates them to choose one retailer over another along the full path to purchase. Survey partner, comScore, gathered input from 5,118 panelists to reveal what retailers can do to succeed with empowered shopper.