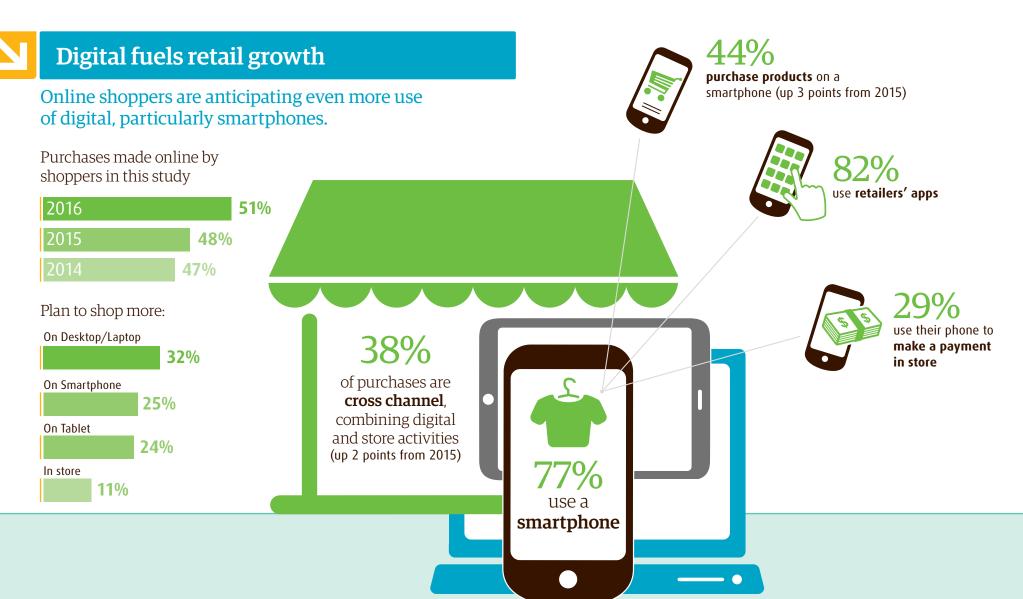




# Tech-savvy shoppers transforming retail

Retailers must keep pace with ever-evolving technology and customer expectations. Today's omnichannel merchants are being pushed to deliver a seamless, integrated experience across all channels. Helping retailers understand what makes savvy shoppers click is the goal of the fifth annual UPS Pulse of the Online Shopper™. Our survey partner, comScore, questioned 5,330 avid online shoppers on their preferences and motivations across a wide range of retail topics.

Following is a snapshot of what we learned. To get the full white paper, go to **ups.com/insideretail**.



#### Power Shoppers do more with more

Reimagining the store

To remain viable stores must embrace innovations that offer a

better customer experience.

Make
58%
of purchases
online versus
43% for light
shoppers

More likely to:

Shop on their smartphones

Use retailers' apps

Conduct shopping-related activities on **social media** 

Find appeal in new store-based technology

Use ship to store

Social butterflies swarming to retail

l in 10

shoppers follow retailers on **social media sites** 

1 in 3

say **social media influences** their purchases (up 9 points from 2015)

Shoppers have used ship to store

45%

love the thrill of hunting for and finding great deals in stores

have made an additional purchase when **returning** 

in store

## †††††† 1 in 6

online shoppers have visited retail showrooms without inventory



are aware of in-store beacons

### Millennial Marvels set the pace



Make 54% of purchases online versus 49% for non-Millennials

More likely to:

Purchase on a **smartphone** 

Visit and purchase from **showroom retailers** 

Find online self-service options important

Purchase wearables

Read **retailers' social media posts** and make a purchase from a social site

### Shiny new objects

An infatuation with everything new provides a natural audience for new technologies, markets and retail models.

Shopping and the Internet of Things

3 in 10 value automated product reorders



1 in 4
value automated product

Marketplaces have strong appeal

85% have purchased from a marketplace in the past year

expect to use marketplaces more in the coming year

