



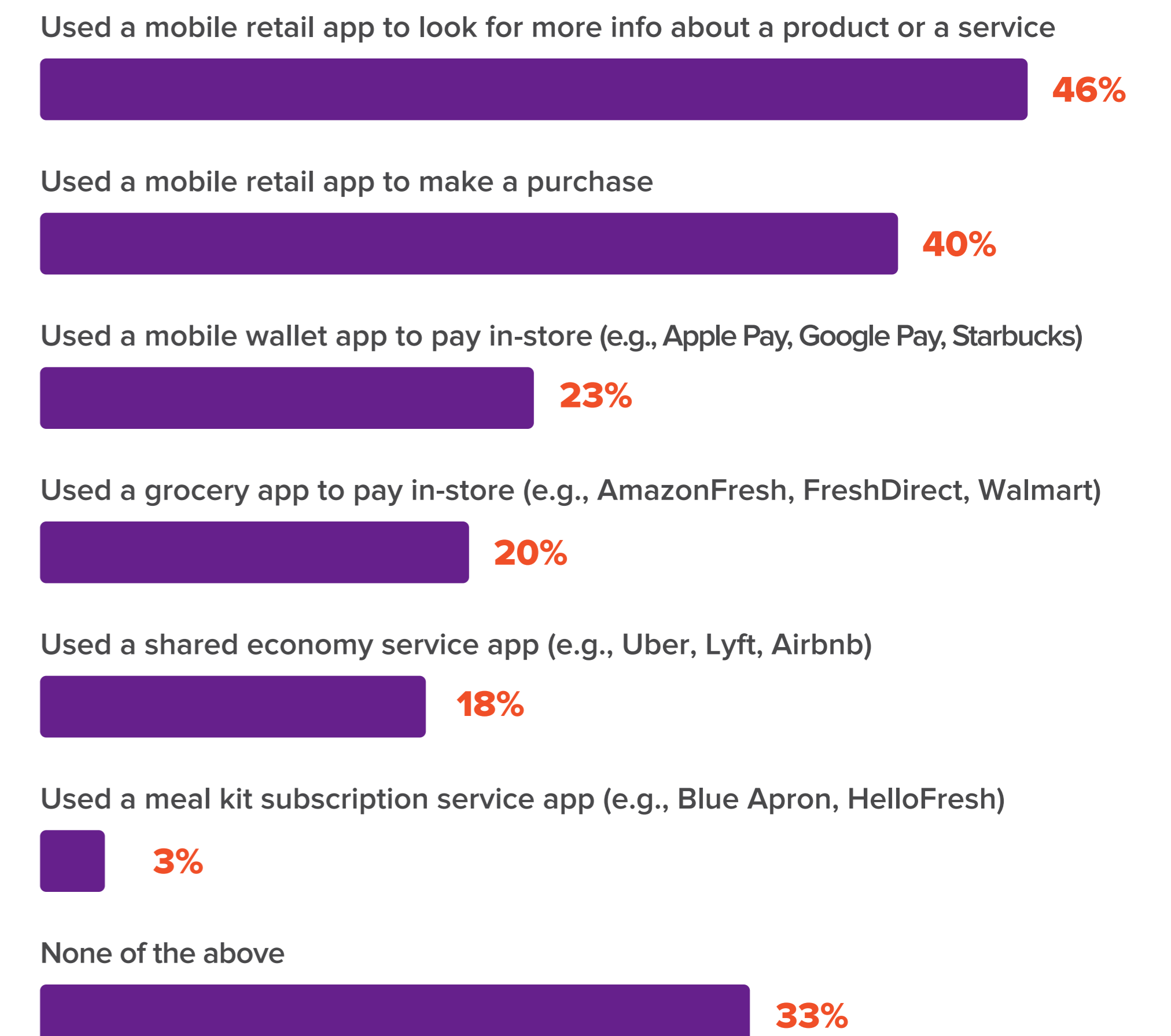
## ONLINE SHOPPER

In 2020, nearly 90% of millennials made an online purchase while 80% of Generation X users did so as well. Baby boomers have rapidly adopted online shopping in recent years with more than 60% making a purchase on the internet.

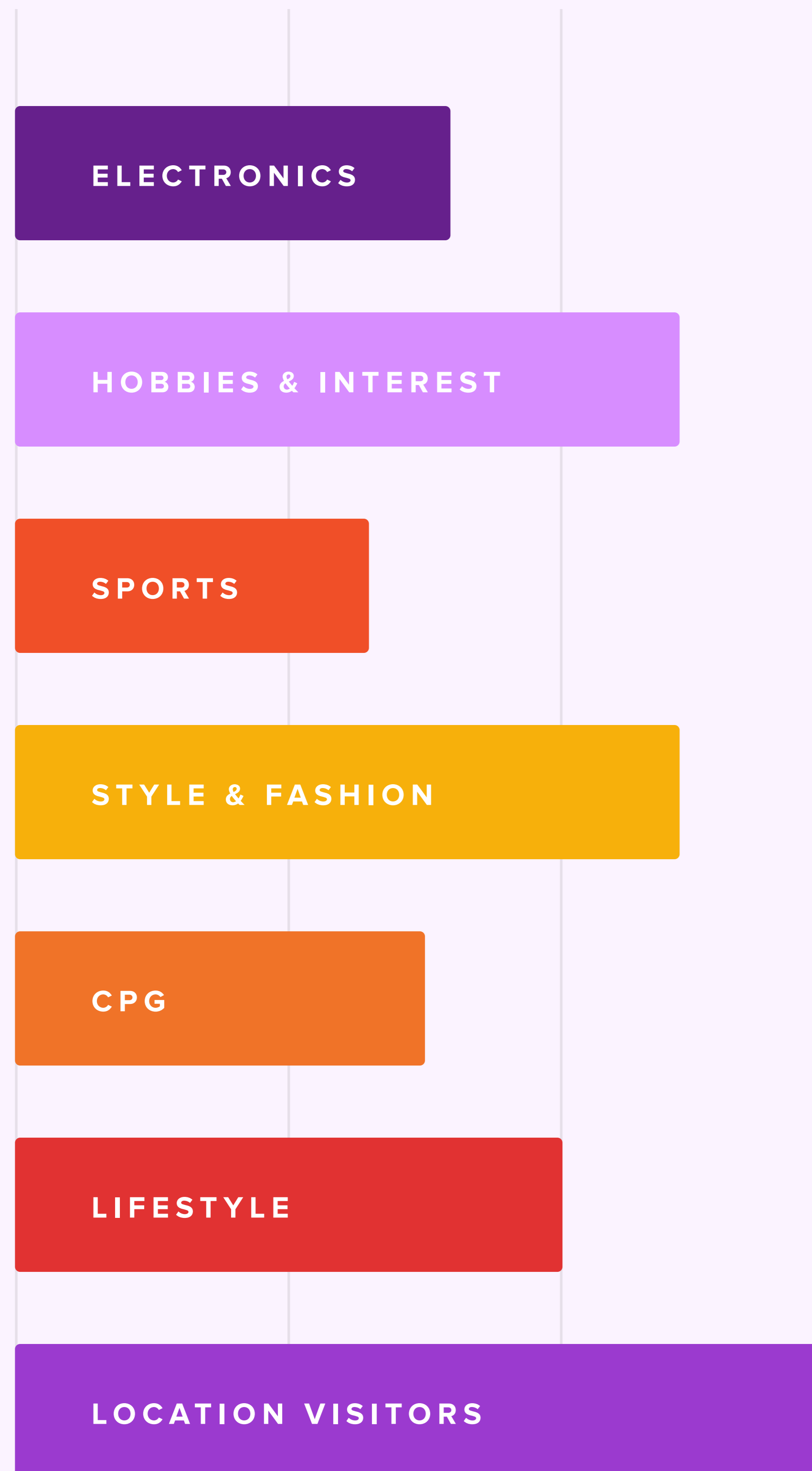
## ONLINE SHOPPING TRENDS

- While consumers shop with higher frequency online, more purchases end in disappointment with delivery issues being the leading cause of poor customer experience
- A single poor experience has dire consequences on a brand or retailer with more than a quarter of consumers stating they will never shop with that brand again
- Young shoppers are changing buying behaviors led by the growth of subscription services
- Etailers face a continuous challenge of high return rates. Consumers state that they return only 10% of their purchases when in reality 25% of purchases are returned.

## Activities US Smartphone/Tablet owners have done using Apps on their Smartphone/Tablet in the past month



## HIGH INDEX CATEGORIES



## CPG

### Personal Care Supplies

- Beauty
- Hair Care Products
- Skin Care Products

### Household & Kitchen Supplies

### Personal Care Supplies

- Cosmetics
- Male Care Products
- Female Care Products
- Children Care Products
- Eye Care Products
- Oral Care Products

### Cleaning Supplies

### Small Appliances

### Baking and Cooking Accessories

## Location Visitors

*Point Of Interest segments are based on users mobile location visits to businesses.*

- Beauty Store
- Children's Apparel
- Shoes-Footwear
- Clothing and Accessories
- Warehouse-Wholesale Store
- Jewelry Store
- Department Store
- Consumer Electronics Store

## Hobbies & Interest

- Books & Magazines
- Events & Tickets

## Style & Fashion

- Accessories
- Clothing

## Electronics

### Computers

- Desktops
- Laptops
- Tablets
- Netbooks
- Apple Computers
- Apple Desktops
- Apple Laptops

### Gaming & Video Games

- Computer Games
- Nintendo
- Online Games
- Playstation
- PSP
- Xbox
- Wii
- Hardcore Gamers
- Mobile Devices Games

### Home Electronics

- Dishwashers
- Home Cinema
- Refrigerator
- Audio
- TV's & HDTV's
- Washing Machines & Dryers
- Coffee Machines
- Vacuum Cleaners
- Heating, Ventilation and Air Conditioning (HVAC)

## Premium

### Lifestyle

- Active Online
- Green Awareness
- Movie enthusiasts

### Shopping Behavior

- Retail Shoppers
- Mall Maniacs
- Upscale Clicks and Bricks
- Virtual Shoppers

## Sports

### Fitness & Exercise

- Yoga / Pilates
- Joggers / Runners
- Gym Goers
- Crossfit
- Mixed Martial Arts
- Sports Apparel & Active Wear

### Amateur Sports

- Plays Hockey
- Plays Soccer
- Plays Tennis
- Plays Golf

### Sports Enthusiasts

**datonics**

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