

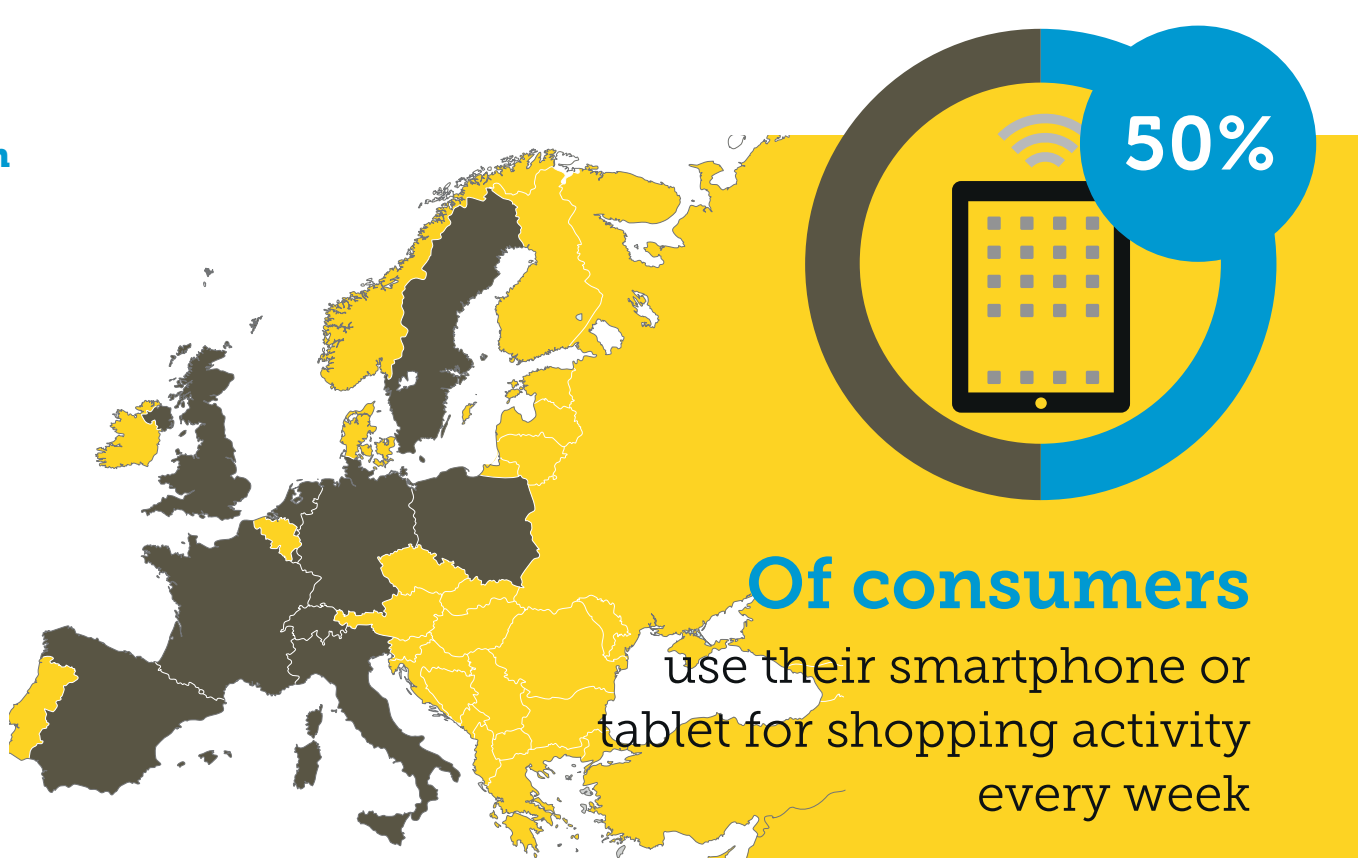
Mobile shopping 2014

the rise of the omniconsumer

Mobile devices go with us everywhere. They are transforming how we shop.

49%

of all European online sales will come from mobile devices by 2018



31% of people would make more purchases if the internet was faster

How mobile extends the shopping day

07:00

10% use their mobile to make purchases between 6am and 9am

09:00

9am Big spenders use smartphones to make online purchases as soon as they get to work



64%

Of high earners say they shop online because they can shop whenever they want

17:00

5pm Tablet use exceeds smartphones in the evening as people wind down from a day at work. 59% buy something they have seen advertised



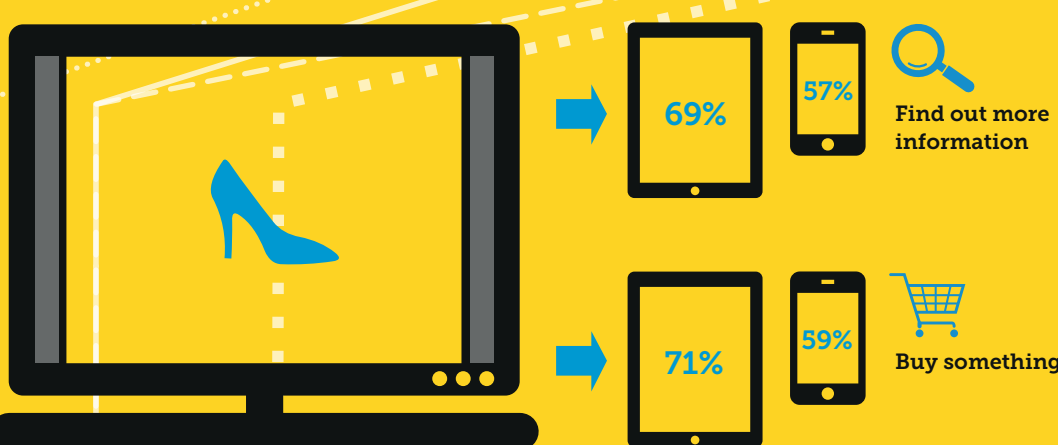
21:00

9pm Tablet big spenders are at their most active from 9pm-12am. 40% use tablets to make a purchase

Beyond the single screen – why use one device when you can use three?

The convergence of TV and mobile has turned television from a passive into an active experience.

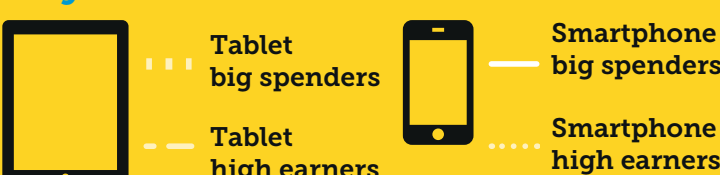
While watching TV...



04:00

Midnight – 6am Between midnight and 6am, 1 in 6 high earners use their tablets to make purchases

Key



Traditional store opening hours

24 hour online shopping opportunity

Retailers can engage with consumers in their own homes, in their own time, with deals and offers that generate immediate sales.