

# Turn Ecomm Firsts into Store Nexts

**56%** OF CONSUMERS NOW BEGIN THEIR SHOPPING ONLINE

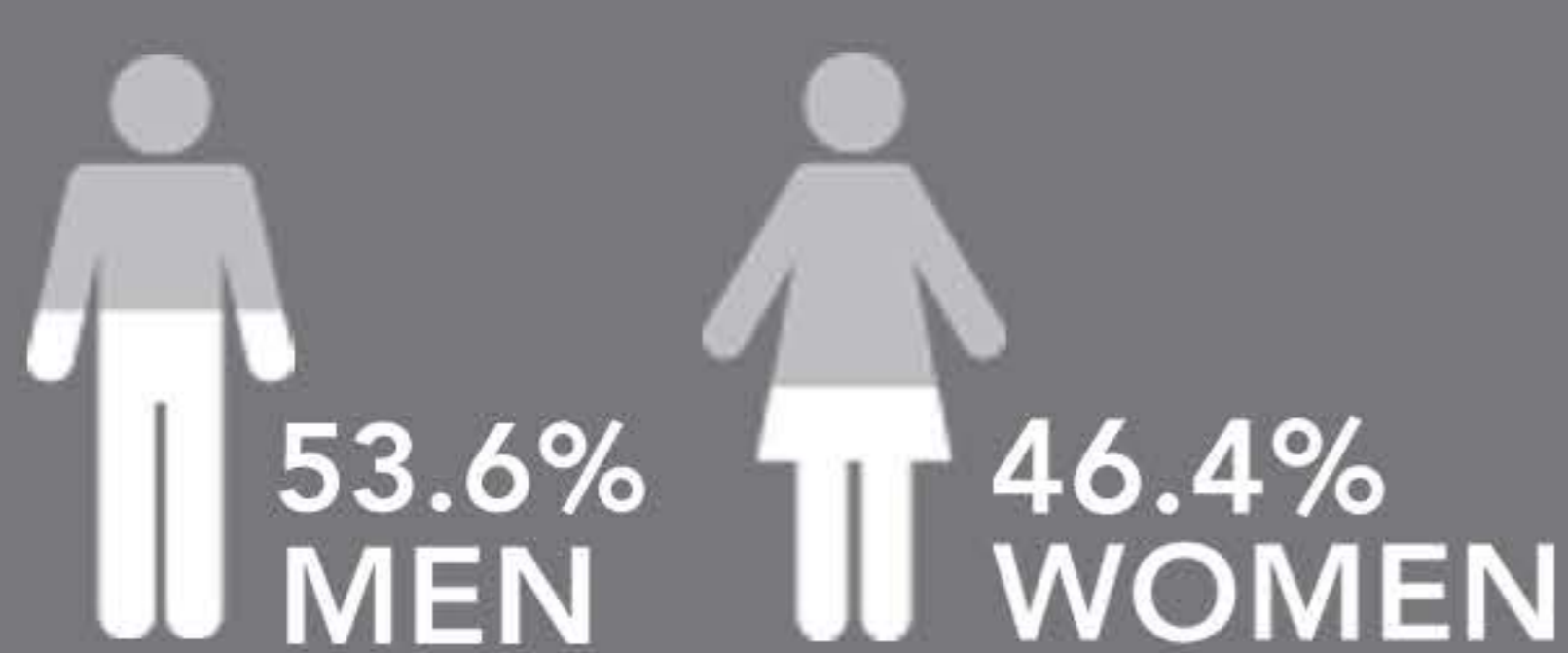
Meet the new majority: "Ecomm Firsts"—people who begin their shopping journey online. And they aren't just millennials—they include people with higher-than-average incomes who span all demographics. Plus, they're eager and willing to buy both online and in store—if retailers can deliver a seamless experience. So how do omni-channel merchants bring these online shoppers into the store, where conversions and basket values are higher? In other words, how do you turn "Ecomm Firsts" into "Store Nexts?" LET'S DELVE IN.

## WHO ARE THE ECOMM FIRSTS?

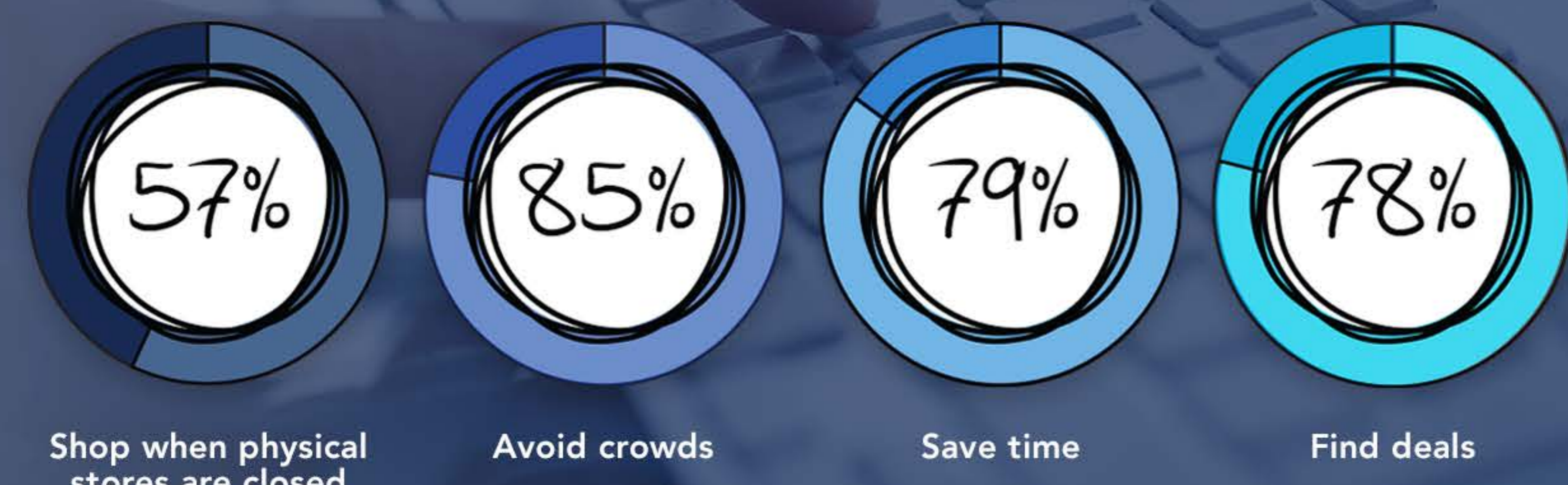
Ecomm Firsts defy easy assumptions about their demographics, behavior and motivations. They rely on a mix of (increasingly mobile) devices to research and shop online with a keen eye towards convenience.

**62%** EARN MORE THAN \$50,000/YEAR

**29%** EARN MORE THAN \$100,000/YEAR



## WHY DO THEY START ONLINE?



## HOW DO THEY BUY?

**26%** .....   
START SHOPPING ONLINE AND COMPLETE THEIR PURCHASES IN STORE. THESE SHOPPERS ARE "STORE NEXTS."

**76%** .....   
START AND COMPLETE THEIR PURCHASES ONLINE ONLY. THESE SHOPPERS ARE "ECOMM ONLYS."

## WHAT BRINGS ECOMM FIRSTS INTO THE STORE?

Ecomm Firsts increasingly demand a seamless experience between their online experience and the store. That means knowing inventory availability before they go to the store, the ability to pick up items same-day, and store associates who can offer greater insight and convenience than other channels.

### WHAT TURNS AN ECOMM FIRST INTO A STORE NEXT?



The opportunity to save money



Interactions with helpful salespeople



Convenience (e.g., same-day pickup)



A positive history with the store

### Shopper Expectations



### Retailer Capabilities



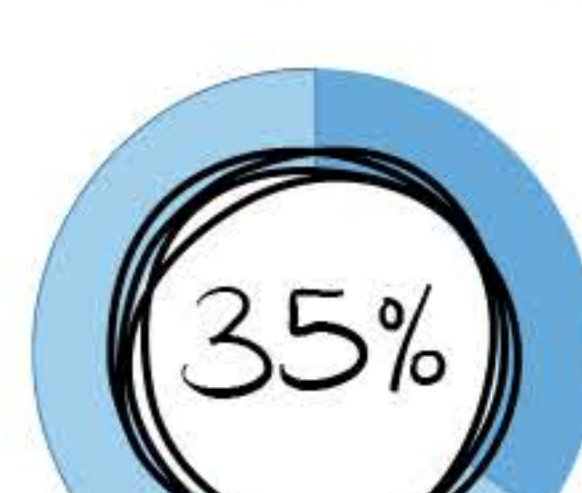
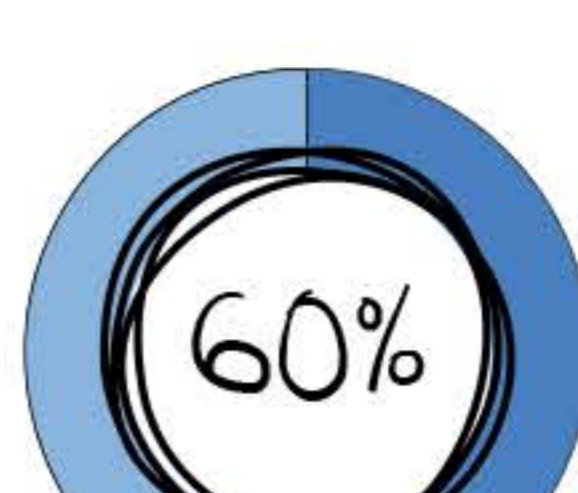
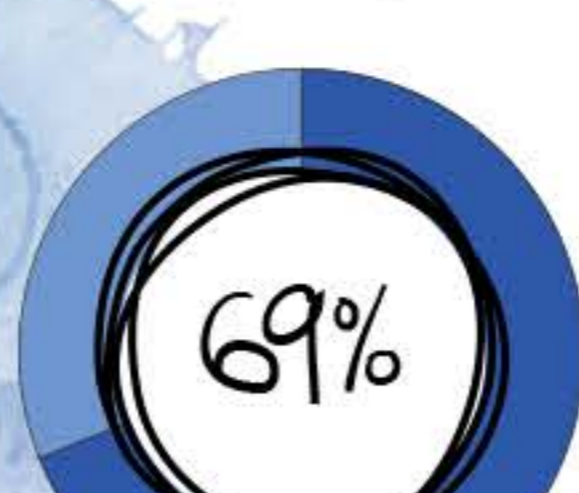
35% of Shoppers have used Buy Online, Pickup In Store in the past three months, attracted by:

**88%** - Zero shipping costs

**77%** - Ease of browsing online vs. in store

**51%** - Instant gratification

39% would engage with a store associate equipped with a mobile device, regarding:



Converting more Ecomm Firsts into Store Nexts, and then closing the sale in store, is a top priority for today's omni-channel retailers. To succeed, leading retailers have found that selling online and in store are better together. They're turning to enterprise order management and store inventory management systems (integrated seamlessly with point of sale and store fulfillment applications) to make it happen.

YBR via Data "N Charts <http://www.data-charts.com/who-are-the-shoppers-going-online-to-research-products-before-buying-them/>  
Consumer Technology Association  
2016 UPS Pulse of the Online Shopper: <https://www.comscore.com/Insights/Press-Releases/2016/6/UPS-Study-Avid-Online-Shoppers-Making-More-Than-Half-of-Their-Purchases-With-Ecommerce>  
<http://dupress.com/articles/understanding-consumer-behavior-shopping-trends/>  
<http://retailline.net/en/benchmark/real-time-data-divides-the-future-of-retail/>  
<https://nrf.com/resources/retail-library/omnichannel-retail/index-2015>  
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<http://blog.fieldagent.net/the-click-and-collect-craze-6-shopper-insights-into-the-bopustrend>

