

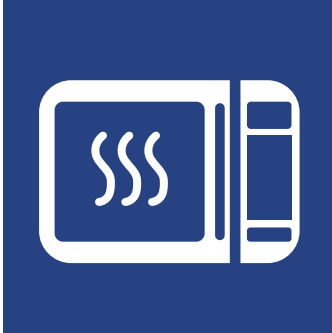
# TUNE IN TO OMNICHANNEL TOUCHPOINTS



**Reviews are vital for durables; FMCG is more about deals**

## Most important touchpoints

### SMALL HOME APPLIANCES



1. General shopping sites
2. Online peer reviews
3. Information at shelf
4. Online expert reviews
5. Coupons/deals

### PACKAGED FOOD/BEVERAGE



1. Coupons/deals
2. Store circulars
3. Information at shelf
4. Product samples/demos
5. General shopping sites

