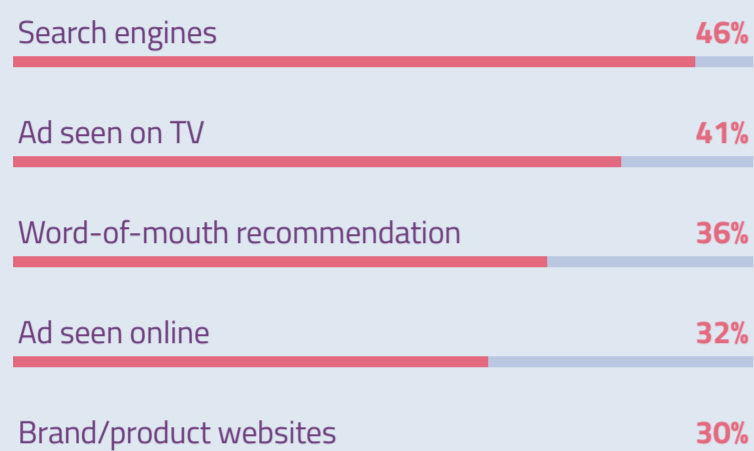


The Online Purchase Journey

TRACKING THE 5 MOST IMPORTANT FACTORS AT EACH STAGE OF THE DIGITAL CONSUMER'S PURCHASE JOURNEY

DISCOVERING A BRAND

% who say they find new brands via these channels



Question: In which of the following ways are you most likely to find out about new brands, products or services?

ROLE OF A BRAND

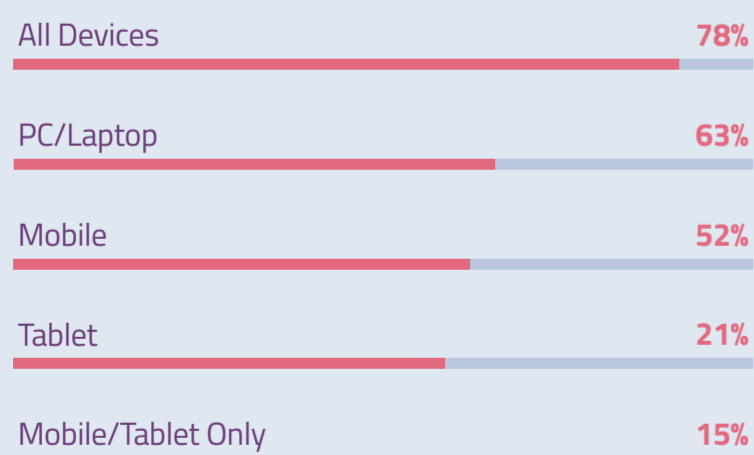
% who say they want their favorite brands to do/provide the following



Question: Which of these things do you most want your favorite brands to do/provide? [Max. 3 answers]

PURCHASING

% who purchased a product online last month via...

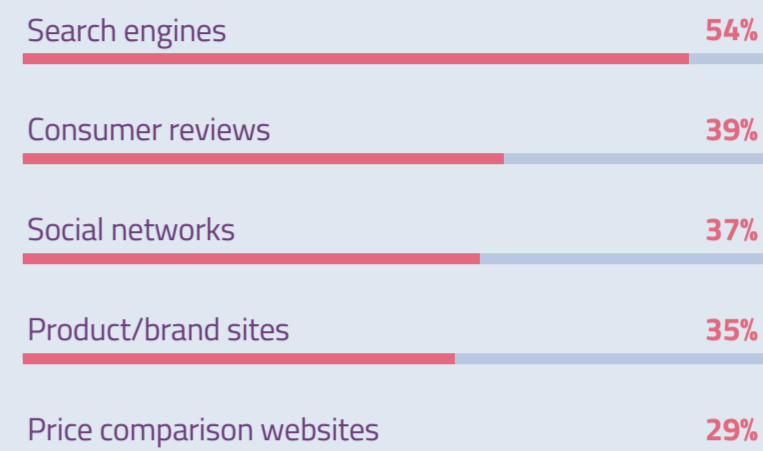


Question: In the past month, which of the following things have you done on the internet on your PC/Laptop, Mobile or Tablet?

ALL FIGURES ARE TAKEN FROM OUR Q3 2016 WAVE OF ONLINE RESEARCH AMONG 51,125 INTERNET USERS AGED 16-64.

RESEARCHING A BRAND

% who say they find new brands via these channels



Question: Which of the following online sources do you mainly use when you are actively looking for more information about brands, products or services?

MOTIVATION TO PURCHASE

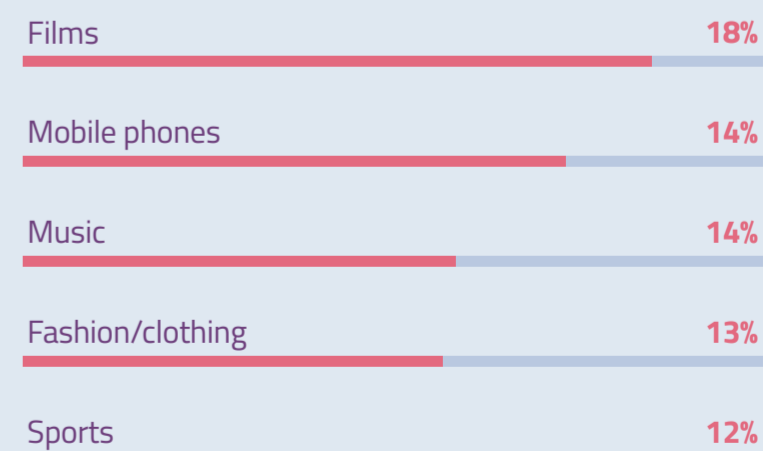
% who say the following would motivate them to buy a product online



Question: When shopping online, which of the following things would increase your likelihood of buying a product?

WRITING ONLINE REVIEWS

% who posted an opinion online about the following in the past month



46% post a review online each month

Question: Which of the following products, services or topics have you posted opinions about online in the past month?

REASONS TO ADVOCATE A BRAND

% who say the following would most motivate them to promote their favorite brand online



Question: What would most motivate you to promote your favorite brand online?