

Mobile In-Store Research

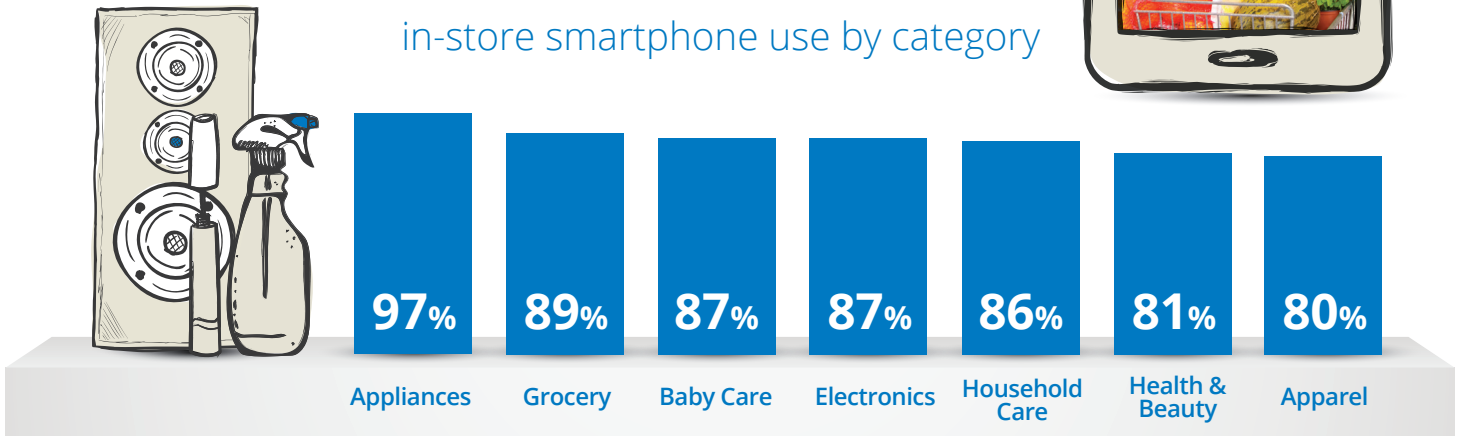
How in-store shoppers are using mobile devices

79% of smartphone owners are 'smartphone shoppers'

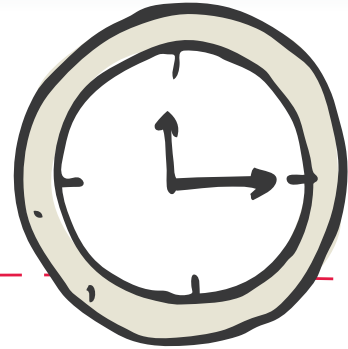


84% of these shoppers use their phone to help shop while in a store

in-store smartphone use by category



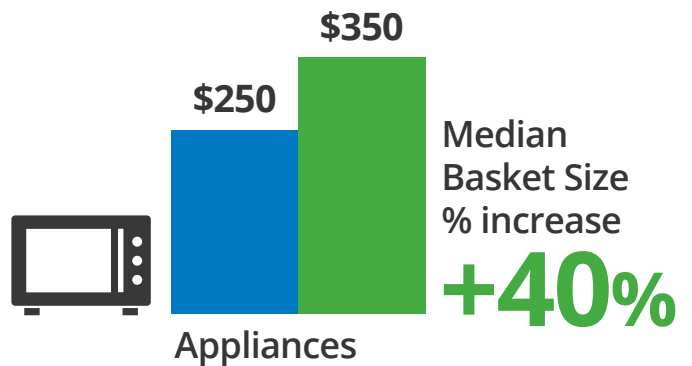
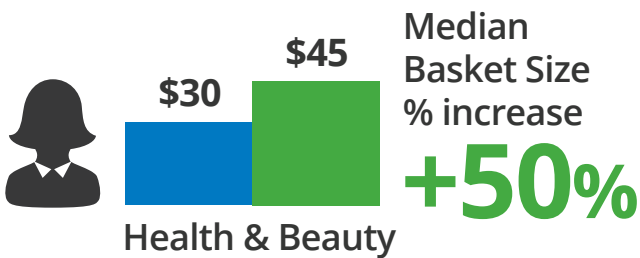
15 minutes is the average time smartphone shoppers use their phones in-store



Shoppers who use mobile more, **buy more**

Smartphone Shoppers

Frequent Smartphone Shoppers



Consumers choose search as their #1 in-store resource to help **make purchase decisions**

