



# Unveiling Consumer Behavior: Why 64% Shop Online and Then Visit Physical Stores

## The goal.

It's sexy.

That sleek, white laptop the man behind the counter is showing. You want it. It's why you went online to look at all the other options, long before you stepped into the store.

You're not alone.

In fact, we saw 64% of in-store shoppers do research online before going in-store. Now, imagine you're the laptop brand. Wouldn't you like to know the full path to purchase?

## Research was required.

You want to know every step.

To watch buyers before, during, and after their visit. You'd love to catch consumers online, follow them into the store — and then talk to them outside. But, that's impossible, right?

Wrong. You have Behavior Data®.



## Our approach.

Journeys Marketplace is here.

Your 24/7 access to in-store + online shoppers. These consumers have given their informed consent to share all their data — all the time, so you can run custom analysis on everything they do.

Which means, that multi billion-dollar laptop client got:

1. **OmniTraffic™ data:** Behavior Data® validated both online + in-store visits.
2. **Every touch point:** Digital data was collected before, during + after the store visit.
3. **Accurate data:** Only first-party panelists were used with informed consent (as always).



## The results.

+ First, buyers look online:

- 81% of online researchers looked at multiple retailers.
- 67% of brand #1 shoppers went searched online first vs. 49% for brand #2.
- 64% of shoppers did online research within 2 weeks of visiting the store.

+ Phase 2: Then, they check again + again:

- 13% of shoppers searched online again, after leaving the store.
- All 13% were websites and apps for a different retailer than the original store.
- 9% were actually searching online, while they were still physically inside the store.

## About MFour.

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science.

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.

The result? Accurate data based on consumers' actions: and context on why they made them. To learn more, visit us online at [www.mfour.com/why-mfour](http://www.mfour.com/why-mfour).