



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®.

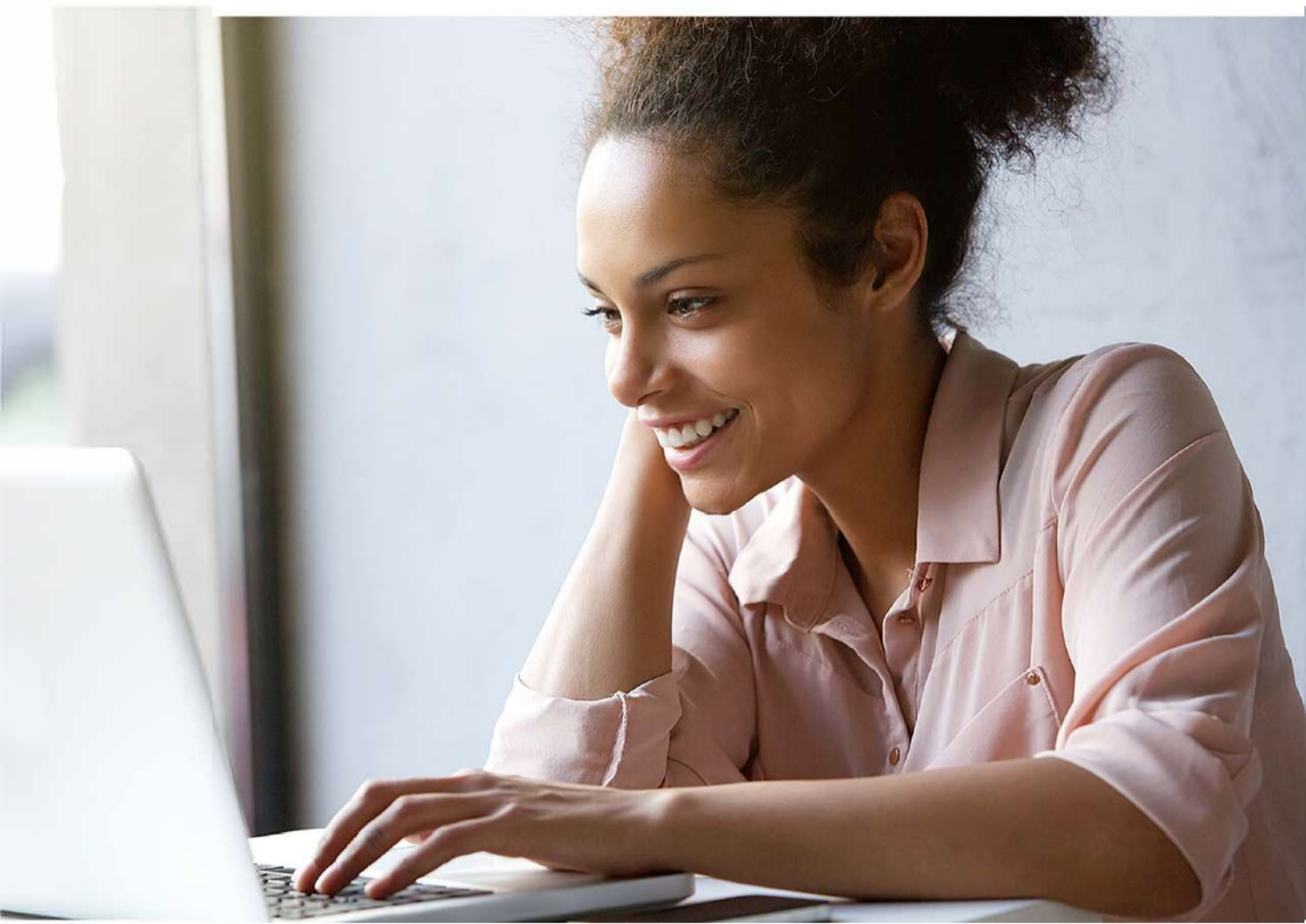
Our approach.

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.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.