

# 5 Myths of Omnishopping

Findings from The Criteo Shopper Story, a global study of retail in transition

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## The retail store is dead

Shoppers say that shopping online and offline fulfill different needs. In most countries, the percentage of omnishoppers who say they prefer to do most of their shopping online is roughly equal to those who say that they enjoy shopping in retail stores when they have time. **In the US, while 69% of omnishoppers say they prefer to do most of their shopping online, 74% say they look forward to shopping in retail stores when they have time.**

## People start shopping online via search engine

When people are looking to buy, typically only one third of them start their online purchase journey at search. This is especially so if they know either the type of item they want to buy or the exact item. Retail sites tend to be sought after by shoppers with high intent. **67% of US omnishoppers do not start their shopper journey at search. 22% of those who know what they want to buy start at a retail website**

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## Shoppers tend to be loyal to one ecommerce site

While some retail patterns are established, shopping from site to site is the norm. Omnishoppers say that they like to try new sites and nearly half do not complete the purchase on the first site they shopped at. **32% of US omnishoppers say they often visit multiple websites to compare products**

## Shoppers don't make impulse purchases online

The online shoppers journey is not always mission driven. Shoppers now are as likely to be making impulse purchases online as they are offline, even in high consideration product categories. **70% of Apparel shoppers and 54% of CE shoppers say they sometimes/frequently make unplanned purchases online.**

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## Shoppers don't like their data used for marketing

Shoppers are notably concerned about what publishers and retailers "know" about them, and informed consent is a best practice. But, they understand and accept the value exchange implicit in ads presented to them based on their browsing histories. **43% of omnishoppers say they like receiving ads for products they have been shopping for, as long as they receive a discount.**

Source: Criteo Shopper Story, 2017

## Want more?

Check out the complete report.

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## About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.

For more information, please visit [www.criteo.com](http://www.criteo.com).