



Criteo’s “Shopper Story 2017” Study Unveils Habits Of The Empowered “Omnishopper” and The Nature of Modern Retail

Research Shows More Than Three Quarters of Shoppers Globally Engage in Omnishopping—Shopping Both Online and In-Store

NEW YORK—Oct. 26, 2017—[Criteo](#) S.A. (NASDAQ: CRTO), the commerce marketing technology company, today released data from its “Shopper Story 2017” study. The study, which comprises nearly 10,000 global consumers, was commissioned to help brands and retailers better understand what shoppers around the globe think about shopping. Additionally, the study examines the nature of modern retail through the eyes of today’s empowered consumer termed “omnishopper,” those that use a variety of devices, channels and platforms to browse and buy products.

“Our shopper study demonstrates just how common omnishopping has become and its value to marketers,” said Jonathan Opdyke, Chief Strategy Officer, Criteo. “Omnishoppers generally prefer to shop online, but they love the in-store experience when they have time. Omnishopper behavior reinforces the need for brands and retailers to escalate their competitive strategies by innovating through collaboration—harnessing the collective power of data to engage with consumers at every moment and across any screen or device during the shopper journey.”

Key insights from “The Shopper Story 2017” include:

- **More than 3/4 of Shoppers Globally Engage in Omnishopping:** Most consumers are going online to shop and buying in-store, and vice versa.
- **Webrooming and Showrooming are the Norm:** Sixty-six percent of consumers occasionally browse products online and then purchase at retail, with 24 percent making this a regular occurrence; whereas 74 percent of consumers occasionally make purchases online after seeing a product in retail, with 15 percent communicating they do this regularly.
- **Digital Drives Conversion:** As mobile continues to permeate everyday life, online is now a critical point of purchase driver; with nearly half of all omnishoppers from various countries sharing that websites were the “last influence before purchase” and 62 percent of consumers reporting that they use their phone while in-store to research products online.
- **High Intent Shoppers More Likely to Initiate Searches on Retail Sites:** Globally, approximately 80 percent of shoppers with a high purchase intent start their search on retail sites when looking for a product, not a search engine.
- **Digital Rules Awareness:** Television and other forms of offline advertising are not key awareness drivers for the omnishopper, in its stead, websites and apps are now the greatest driver, globally.
- **Retail Websites are More Influential than Ever:** Nearly 50 percent of consumers indicated that retail websites are more influential in the purchasing process than word of mouth, search or even social. Shoppers who start their journey on retail sites also report higher purchasing intent.
- **Impulse Shopping Shows No Boundaries:** Consumers reported that they are just as likely to make impulse purchases online as they are in stores, with consumer electronics

and health and beauty products being the impulse items with the highest likelihood of purchase.

- **Retargeting is Known and Accepted:** Nearly half of shoppers globally say they like ads based on their shopping behavior if it results in a discount.

Study Methodologies

The “Shopper Story 2017” study was overseen by an independent researcher and conducted using Research Now’s global panel of 10,000 shoppers aged 16-65 within the U.S., Japan, United Kingdom, Germany, France, and Brazil. All participants were multi-channel shoppers who go online daily and own a smartphone.

This study reinforces the need for retailers to develop a collaborative approach that serves to connect with the omnishopper both offline and online. For a complete look at the “Shopper Story 2017” study, view the report at <http://www.criteo.com/insights/shopper-story-2017-us/>.

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.

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