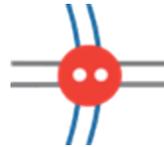


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## THE EVOLUTION OF SHOPPING

December 2011

**PREPARED BY:**

Architect Partners

Dr. Phil Hendrix (IMMR)

Special Thanks to Deepak Ravichandran

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# SHOPPING IS EVOLVING

# MOBILE DEVICES ARE BECOMING INTEGRAL TO SHOPPING ...

ESTABLISHED

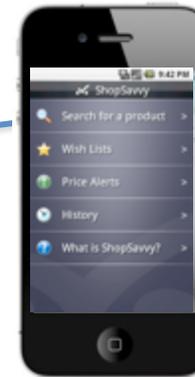
EMERGING



IN - STORE



ONLINE



MOBILE

... COMPLEMENTING BOTH IN-STORE AND ONLINE.

IN -STORE



BRANDS

ONLINE

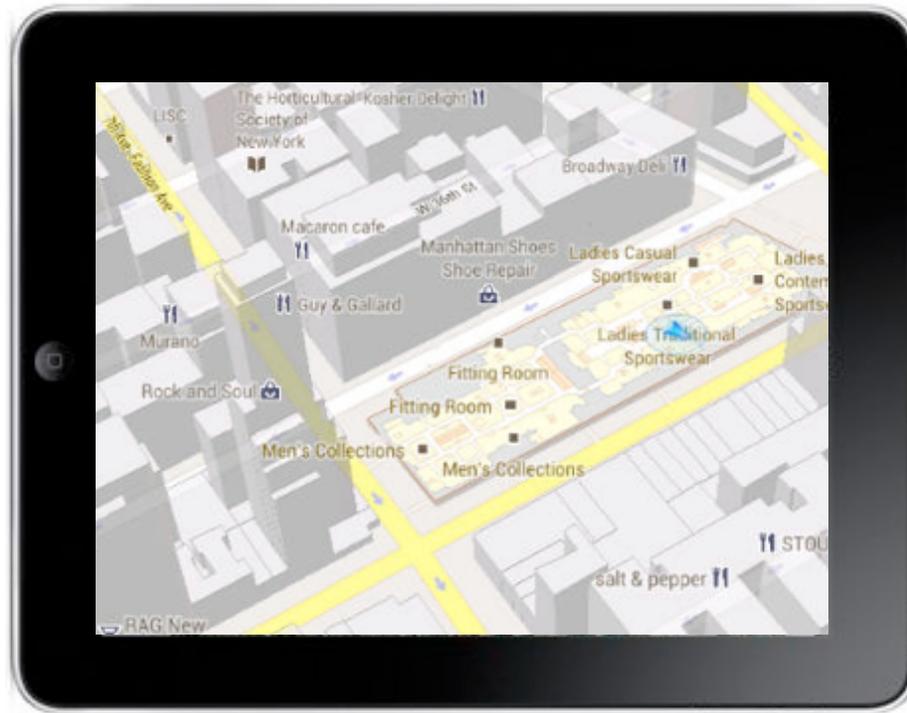


MOBILE Rewards Zone



MOBILE Store

## ALSO, LOCATION AWARENESS IS NOW A GIVEN ...



## ... AND SOCIAL SIGNALS BRING NEW INSIGHTS.

WORD-OF-MOUTH TURBOCHARGED

CAN CONVEY PURCHASE INTENT

DEMONSTRATES INTERESTS AND DESIRES

PROVIDES REAL-TIME CUSTOMER FEEDBACK



## WHY SHOULD RETAILERS & BRANDS CARE?

INCREASE TRAFFIC

Get customers shopping, in your store

INCREASE CONVERSION

Get customers to buy now

INCREASE TRANSACTION SIZE

Get customers to buy more

IMPROVE SATISFACTION

Get customers to repeat



STORE



ONLINE



MOBILE

## **KEY THEMES DRIVING INNOVATION**

### **SHOPPING AS AN INTEGRATED EXPERIENCE**

Integrating in-store, on-line and mobile shopping increasingly essential.

### **PERSONALIZED MARKETING**

Marketing messages are everywhere and increasingly personalized.

### **EASIER OPTION DISCOVERY AND PRE-PURCHASE RESEARCH**

Customers embracing powerful mobile shopping tools, resources and information. Happening both outside and inside stores.

### **HARVESTING DATA AND TRANSLATE INTO INSIGHTS**

Collecting data and converting into actionable insights and actions, increasingly real-time. Mobile, location and social bring new, extremely valuable datasets.

# FRAMEWORK TO UNDERSTAND INNOVATION

## THE FUNDAMENTALS OF SHOPPING STILL STAND ...



## SO, LET'S USE THIS FRAMEWORK FOR CONTEXT



# INNOVATORS

SHOPPING IS EVOLVING

FRAMEWORK TO UNDERSTAND INNOVATION

INNOVATORS

ATTRACT CUSTOMER

ADVERTISING

Location Specialist



Search



Display & In-Application



Social



Video



SMS / Text



Email



PROMOTION

Coupons



Deals



Flash Sales



CREATE SOCIAL SIGNALS



MARKETING MANAGEMENT



E-/MOBILE COMMERCE PLATFORM



SHOPPING IS EVOLVING

FRAMEWORK TO UNDERSTAND INNOVATION

INNOVATORS

REVIEWS



ATTRACT CUSTOMER

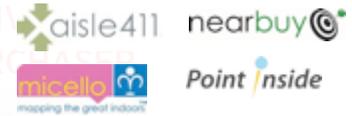
HELP THEM LEARN

PRICE AND AVAILABILITY



IN-STORE NAVIGATION

CONVERT PURCHASE



AUGMENTED REALITY



ONLINE MERCHANDISING / PERSONALIZATION



IN-STORE ASSISTED SELLING



THEM PAY

SUGGEST ADDITIONAL PURCHASES

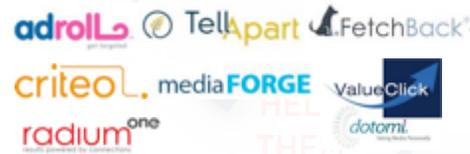
CONVERSION  
MANAGEMENT



DISTRIBUTED  
STORE PLATFORM



AD RETARGETING



ATTRACT  
CUSTOMER

HELP THEM  
LEARN

CONVERT TO  
PURCHASER

SUGGEST  
ADDITIONAL  
PURCHASES

UPSELL / CROSS-SELL  
RECOMMENDATIONS

IN-STORE  
ASSISTED SELLING

AD RETARGETING







SHOPPING IS EVOLVING

FRAMEWORK TO UNDERSTAND INNOVATION

INNOVATORS



SHOPPING IS  
EVOLVING

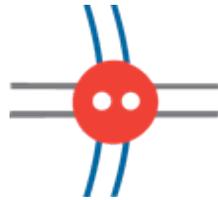
FRAMEWORK TO  
UNDERSTAND INNOVATION

INNOVATORS

ESTABLISHED VENDORS

SPECIALISTS





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