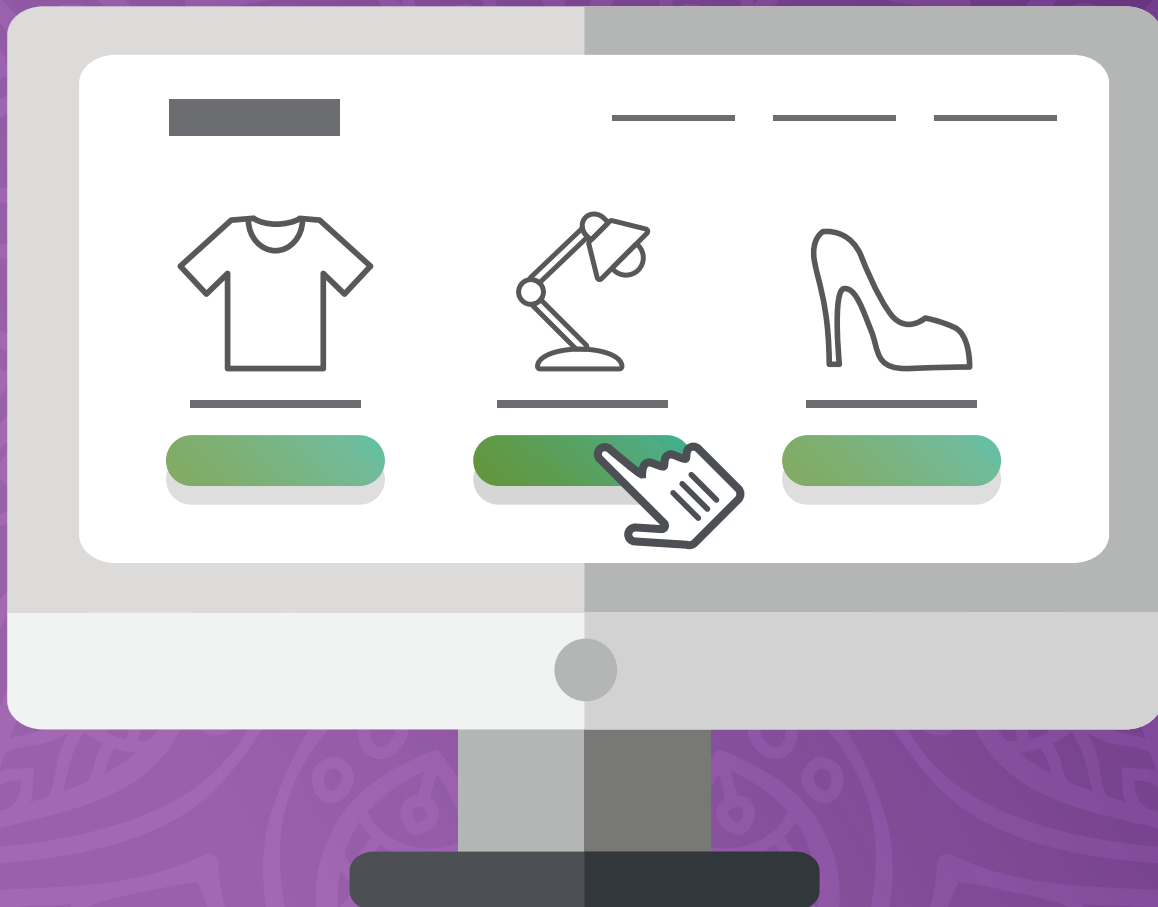




Consumers Tell All

Part 1: Online Shopping Frequency



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Overview

Mobile devices have enabled consumers to shop when and where they wish, and a better deal is often just a few clicks, or a few taps, away. To be successful, today's marketers must cater to the evolving consumer demands for convenience and connection. Seamless shopping between sites and stores is no longer just a marketer's dream, it's a consumer's expectation.

Consumers are not simply window shopping in your stores or casually browsing your product pages. They are using multiple devices to extend their shopping experience and influence purchase decisions. Basically, they have obliterated the linear path to purchase and are creating their own customer lifecycle dotted with multiple shopping sessions that vary in location, channel and device.

Simply put, consumers are in control of the e-commerce landscape.

Bronto went straight to the source and asked online shoppers to reveal how they shop, confess what annoys them and divulge what can make them want to buy. The results of this study are available in Bronto's 3-part *Consumers Tell All* series.

Part I: Online Shopping Frequency

Part II: Mobile Device Usage and Preferences

Part III: Shopping Cart Utilization and Expectations



Methodology

Bronto Software partnered with Ipsos to survey online shoppers about their online shopping habits, mobile device preferences and interactions with online shopping carts, cart abandonment and post-abandonment reminder messages. The study was conducted in January 2015 and consisted of 1,012 consumers in the United States who bought online within the past 12 months. Respondents who had not made a purchase online were excluded from the study and are not included in the sample size or resulting analysis.

Throughout this report, online shoppers will be grouped into the following categories:

Consumer Group

Online Shopping Frequency

Frequent Shoppers

At least once per week

Occasional Shoppers

At least once per month

Infrequent Shoppers

At least once per year

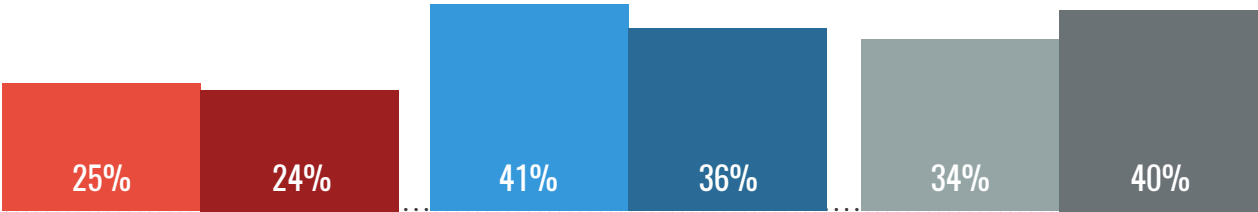
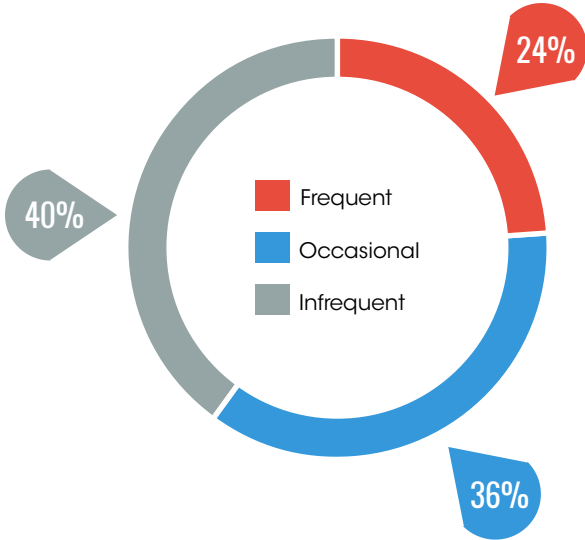


Shopping Frequency - All Online Shoppers

Online shoppers were asked how often they shop online. In total, 60% of respondents reported shopping online at least once a month. Nearly one in four shop online at least once a week. While these numbers may seem impressive, overall shopping frequency has actually trended slightly down since our last report.

How Frequently Do You Shop Online?

Frequent Shoppers, those who shop online at least once a week, only saw a 1% decline from last year. The biggest shift in online shopping frequency was a 5% dip for Occasional Shoppers. Keep in mind though that consumers are finding new ways to shop, so a decrease in frequency does not necessarily mean fewer dollars spent. This series will later explore how consumer shopping habits and expectations are changing.

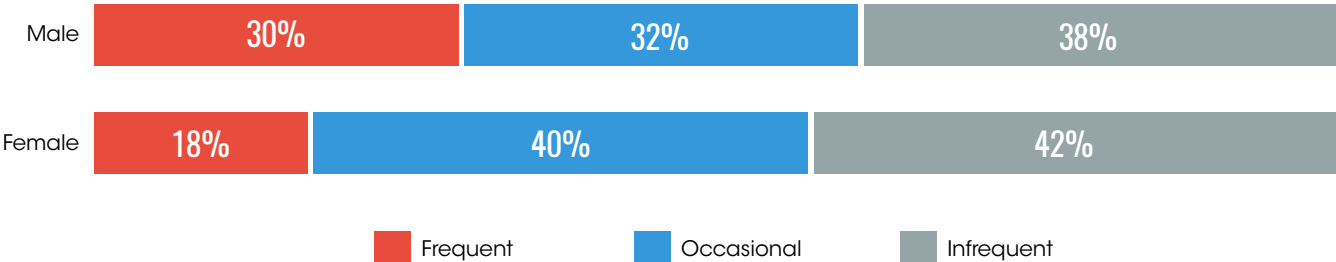


■ 2014 Frequent ■ 2014 Occasional ■ 2014 Infrequent
■ 2015 Frequent ■ 2015 Occasional ■ 2015 Infrequent

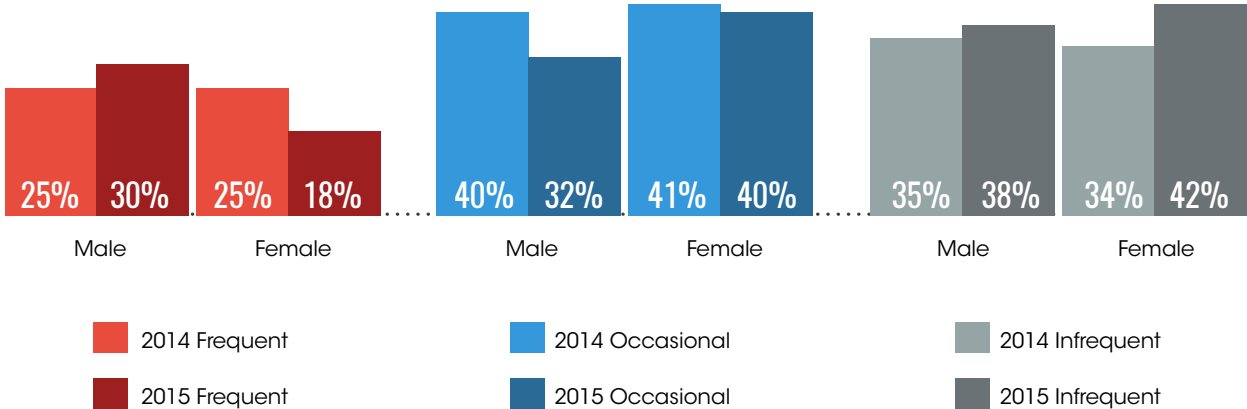
Shopping Frequency - by Gender

Surprisingly, more males (30%) report shopping online at least once per week compared to females (18%). While there were more female occasional shoppers (32%), males are still more actively shopping online at least once per month (62% males vs. 58% females).

How Frequently Do You Shop Online?



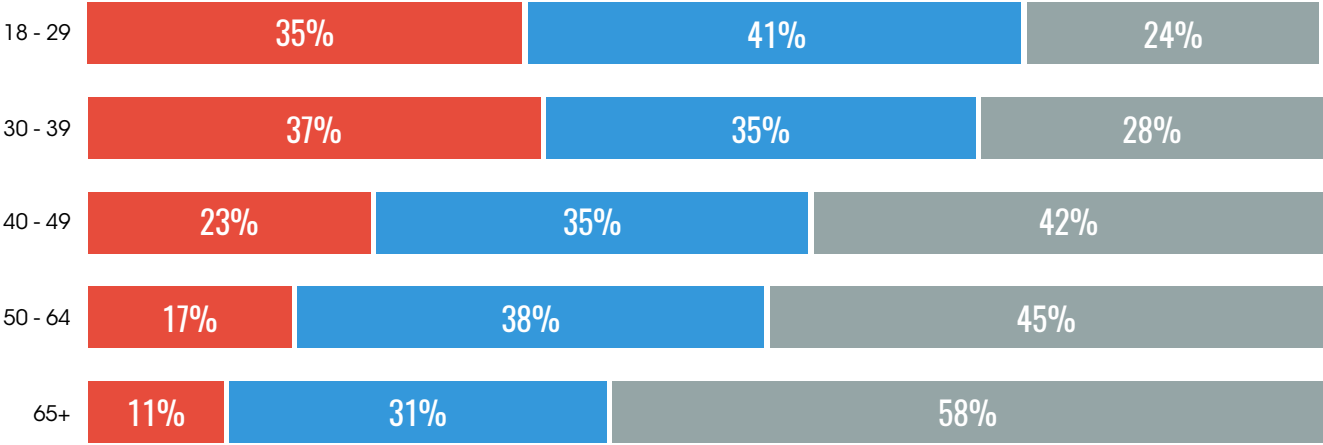
The most notable shift in shopping frequency by gender occurred within the Frequent Shopper category. In the previous study, an equal number of males and females (25%) reported shopping at least once per week, but this year, female Frequent Shoppers dropped by 7% while the busiest category of male shoppers jumped 5%. Mobile devices, mobile-optimized sites and better shopping tools have introduced a level of convenience that may have contributed to this shift. Female occasional shoppers were nearly even between reports while male Occasional Shoppers declined by 8%.



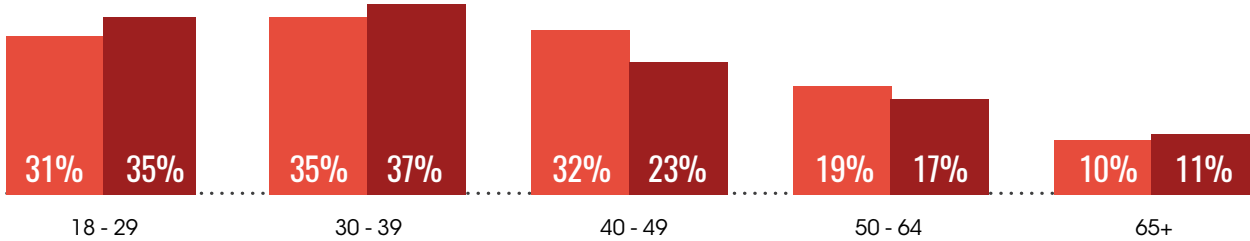
Shopping Frequency - by Age

Those under 40 are the most active Frequent Shoppers with the 30-39 age group slightly edging out the 18-29 demographic by 2%. While seniors are the least active shoppers overall, they still rank rather closely to other age groups in the Occasional Shopper category, which confirms that seniors are a demographic worth paying attention to.

How Frequently Do You Shop Online?



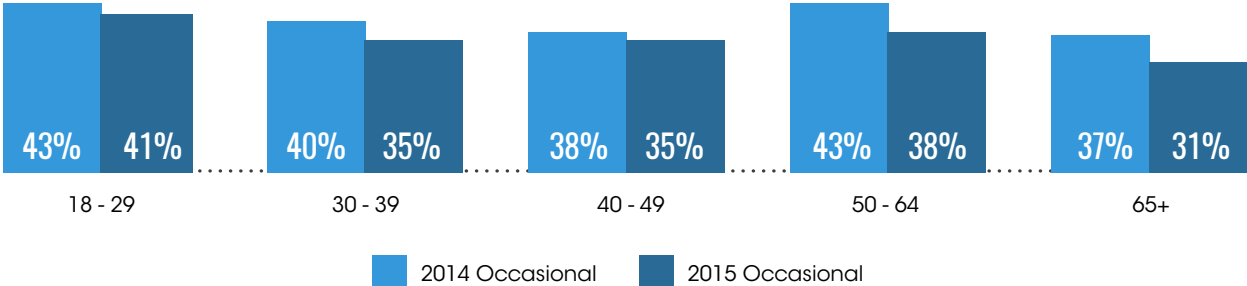
■ Frequent ■ Occasional ■ Infrequent



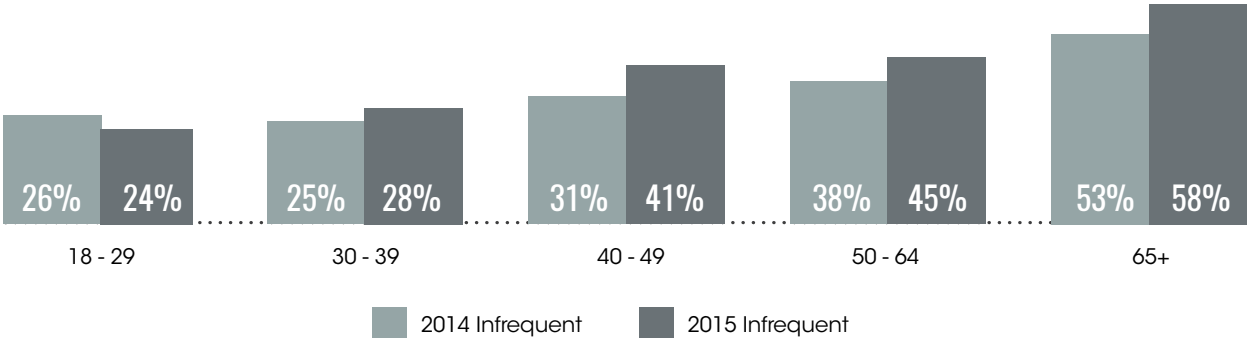
■ 2014 Frequent ■ 2015 Frequent

Since last year, the percentage of Frequent Shoppers in the categories under 40 and over 65 increased while online shoppers in the categories between 40 and 64 declined. The largest rate of change was a 9% drop for online shoppers in the 40-49 category.

Shopping Frequency - by Age



The percentage of Occasional Shoppers decreased across all age groups with the largest shift in the 65+ demographic.

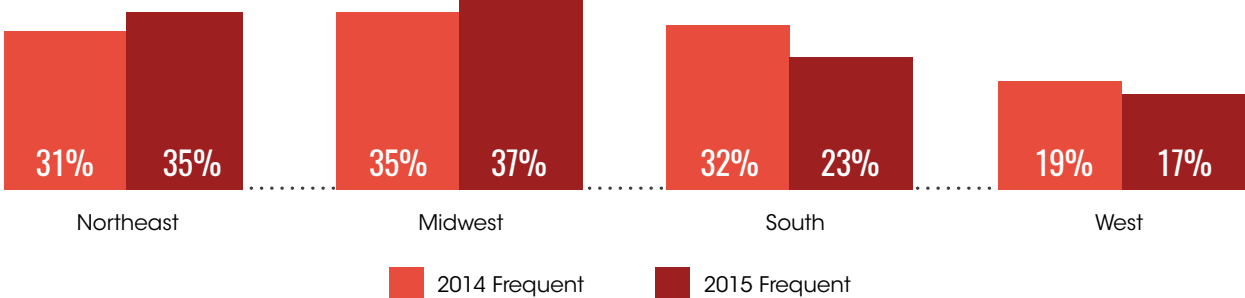
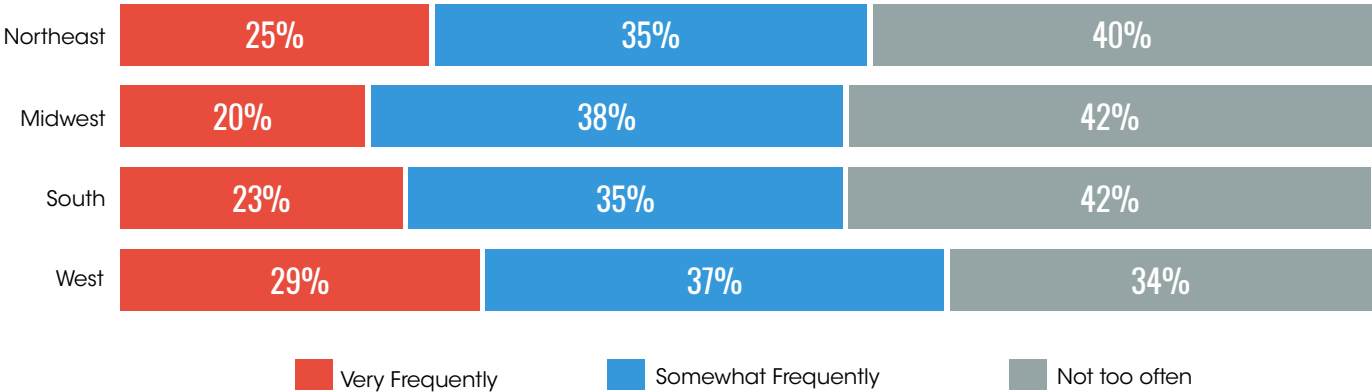


The biggest swing for Infrequent Shoppers was the 40-49 age group, who seem to have migrated from shopping weekly to annually. Perhaps the appeal of online shopping has lost its edge with this group as they are now more closely aligned with shoppers 50-64. In the previous study, the group was more like those ages 18-39.

Shopping Frequency - by Region

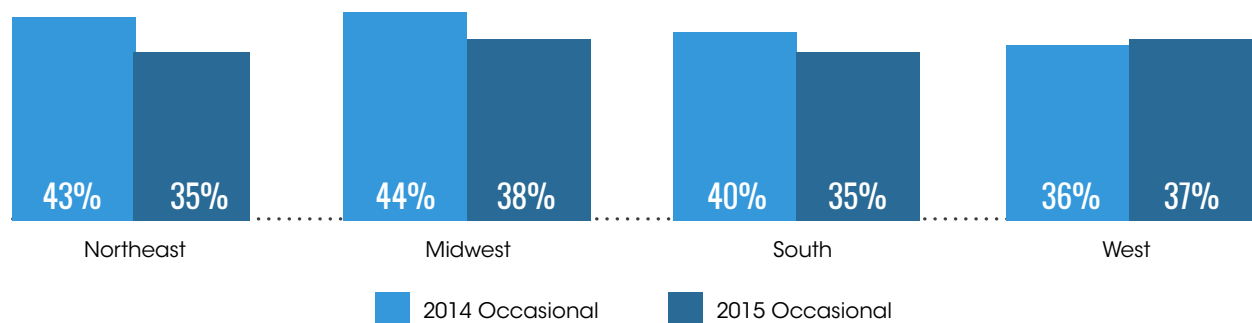
Online shoppers in the West are the most active in the nation with 2 out of 3 consumers shopping online at least once per month. That's 6% more than any other region in the US. While online shoppers in the Midwest are the least frequent weekly shoppers, they are the most active group in the Occasional Shopper category.

How Frequently Do You Shop Online?

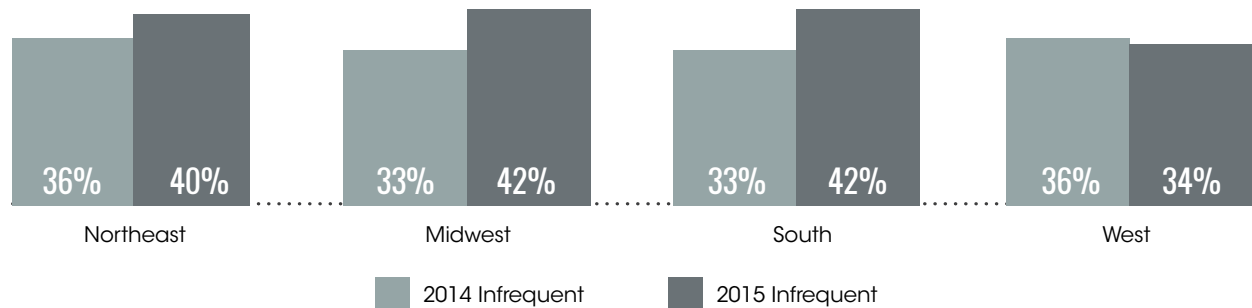


The Northeast saw the biggest jump in Frequent Shoppers, with a 5% gain. The South and Midwest both saw a decline in the percentage of consumers shopping online at least once per week.

Shopping Frequency - by Region



Occasional Shopper rates declined for all regions except the West, which only saw a 1% increase. The biggest drop was seen in the Northeast, which went down 8%.



The Midwest and South both saw a 9% jump in Infrequent Shoppers. The only region showing a decrease in Infrequent Shoppers was the West, with a low 2% decline. There's clearly room for retailers to boost engagement with these consumers and give them more reasons to shop online.

The e-commerce landscape is forever changing, and consumers are always looking for the best deals and a seamless, quick and convenient shopping experience. Retailers must be prepared to deliver on these expectations or risk losing sales.

Online sales continue to break records each year, though consumers are continually finding new ways to shop. Mobile devices have become deeply ingrained in the shopping process, and the gap between in-store and online shopping continues to narrow. While these factors may impact the pace of online shopping, the power of the online shopper cannot be denied.

In Part II of the *Consumers Tell All* series, online shoppers reveal which devices are essential when they are ready to shop and divulge which tactics have the biggest influence when they are ready to buy.