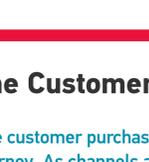


How to Keep Your Customers on Track in the Cross-Device Purchase Journey



The customer path to purchase is no longer a simple one, and customers increasingly use many different types of technology on their journey. That means businesses are looking to build the perfect cross-channel experiences for their customers.

The Customer Journey

The customer purchase funnel has become a journey. As channels and devices have proliferated, understanding what makes the customer click "buy" isn't easy.

In fact, only 2% of customers buy on their first visit to the website.

While marketing and retargeting may retain them and even bring them back, there are many more solutions to guide them back to the path to purchase.



Use the three C's to find where your customers may be falling off the path to purchase and solutions you can implement to rescue those customers.



1. Create CROSS-DEVICE CONSISTENCY



67% of consumers move between devices when they're shopping online—and 98% of those switch between devices in a single day.



If your ecommerce site isn't tailored for different devices, you're sacrificing potential customers



And 74% say they're more likely to return to the site.

SOLUTION: BUILD A RESPONSIVE ECOMMERCE SITE AND MARKET ACROSS DEVICES

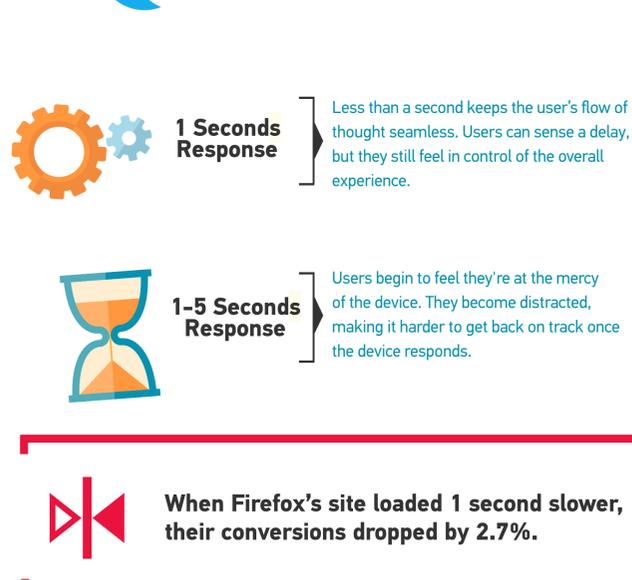
2. Capture THEIR ATTENTION FAST & KEEP IT

The perfect website and an amazing product may not matter if your site takes too long to load.



The average attention span of a goldfish is 9 seconds. Today's typical consumer can only pay attention for 8.

HOW CUSTOMERS FEEL ABOUT RESPONSE TIMES



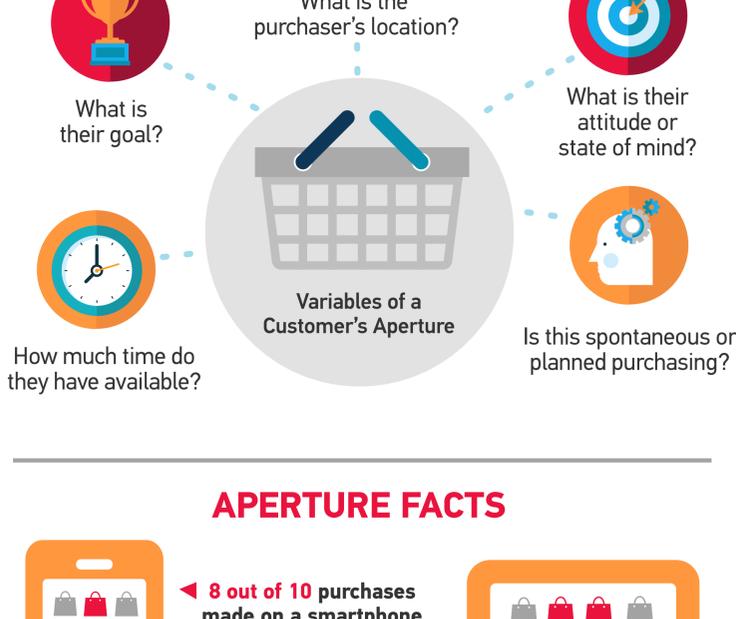
When Firefox's site loaded 1 second slower, their conversions dropped by 2.7%.

Amazon found that a 100 millisecond increase in speed equaled a 1% revenue increase.

SOLUTION: DEVELOP CONTENT THAT LOADS QUICKLY & TEST ACROSS DEVICES

3. Calibrate FOR CUSTOMER APERTURE

Sometimes making a sale comes down to catching the customer in the right mood and time of day. This is aperture, and it's different for each customer.



APERTURE FACTS



60% of purchases made on a smartphone were made at home

85% of purchases made on a PC/laptop were made at home

Real-time marketing means systematically responding to your customers. To act in real time, you need know how a customer is interacting with your brand on any channel.



SOLUTION: MAKE IT PERSONAL FOR THE CUSTOMER - UTILIZE REAL-TIME DATA AND MARKETING TECHNIQUES



SOURCES:
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