



Understanding the Power of the “Smart Consumer”

A Demandware Point of View



Demandware Research Approach

- Demandware conducted research to determine the shopping behavior of tomorrow's consumer
- Demandware surveyed 500 consumers globally
 - 90% of all respondents were Smartphone owners
 - With smartphone adoption growing at a geometric rate, research shows that a majority of consumers will own a Smartphone within the next 3 years
 - 10% non-Smartphone owners, control group, were also surveyed for comparison
- Demandware commissioned Forrester Research to conduct the survey



The Birth of the “Smart Consumer”

Owning a Smartphone Changes the Attitude of Your Best Customer

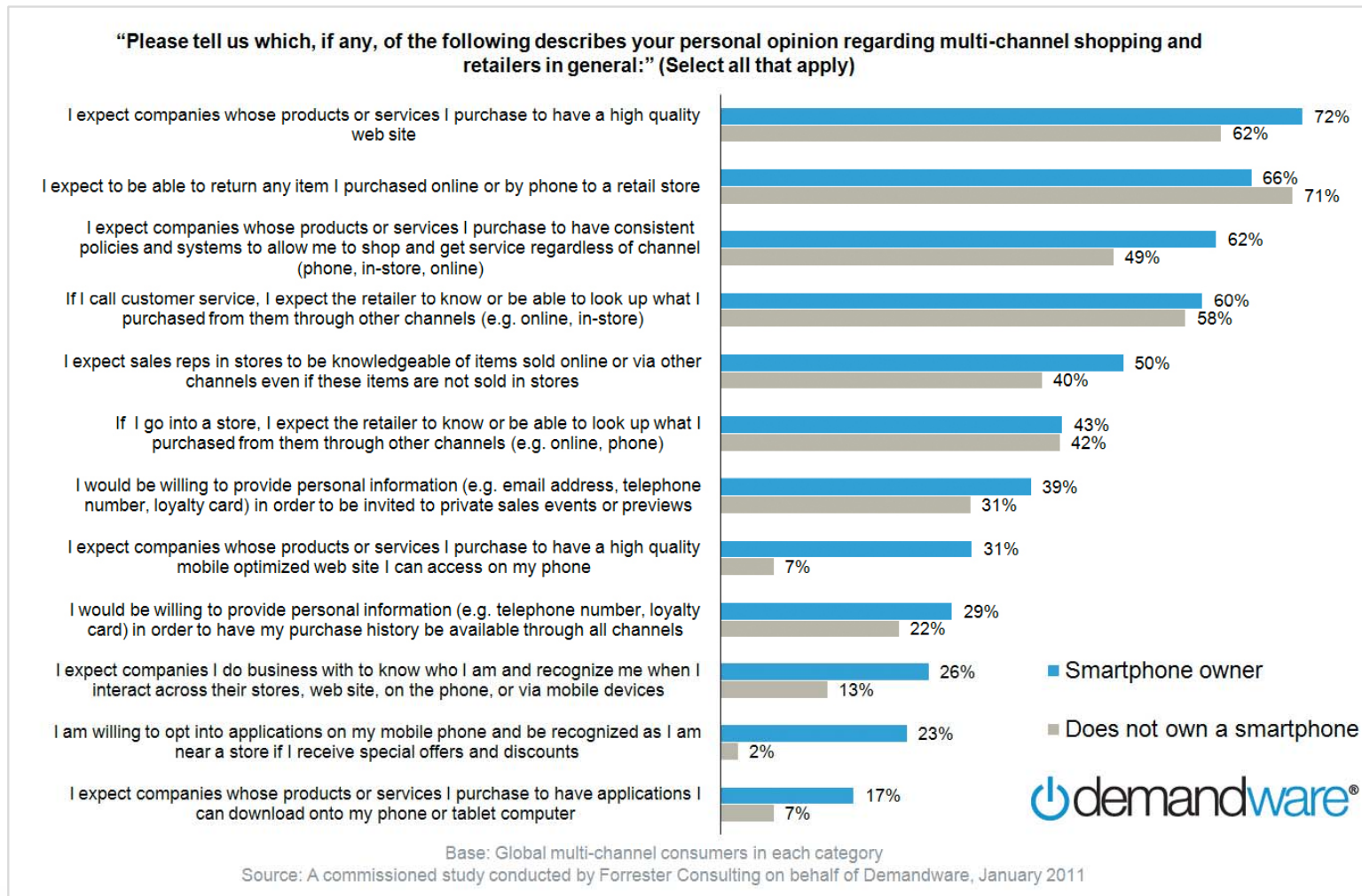
Smart Consumer

– *Smart Con·sum·er, [smahrt kuhn-soo-mer], noun*

1. The same consumer, but now with new found power and attitude attained from the Smartphone
2. Multi-channel retailers unprepared to meet the new demands of the Smart Consumer run the risk of losing customers to the competition
3. Retailers that embrace Smart Consumers have the opportunity for stronger brand loyalty by providing ubiquitous information across all shopping points
4. Retailers that do not invest in building the type of experiences Smart Consumers have come to expect run the risk of watching their stores become showrooms for the competition that do
5. Smart Consumers operate with the same level of power and knowledge regardless of age, gender, and geography – leveling the playing fields between “Moms” and “next gen techies”



“Smart Consumers” shop with more power, knowledge, and skill than ever before

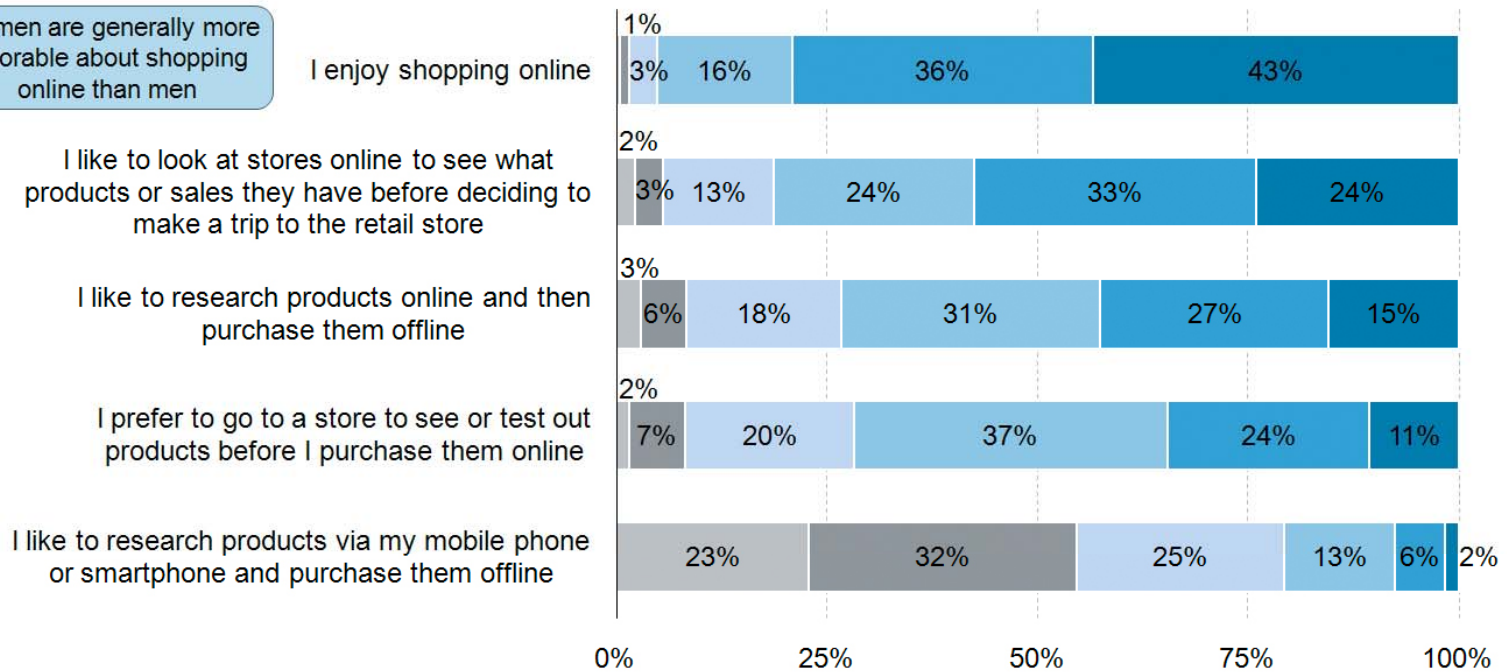


“Smart Consumers” love shopping online, and use the web significantly for research for online & offline shopping

“Please indicate how much each statement describes your attitudes towards product purchasing.”

0 - Does not apply 1 - Does not describe me at all 2 3 4 5 - Describes me completely

Women are generally more favorable about shopping online than men



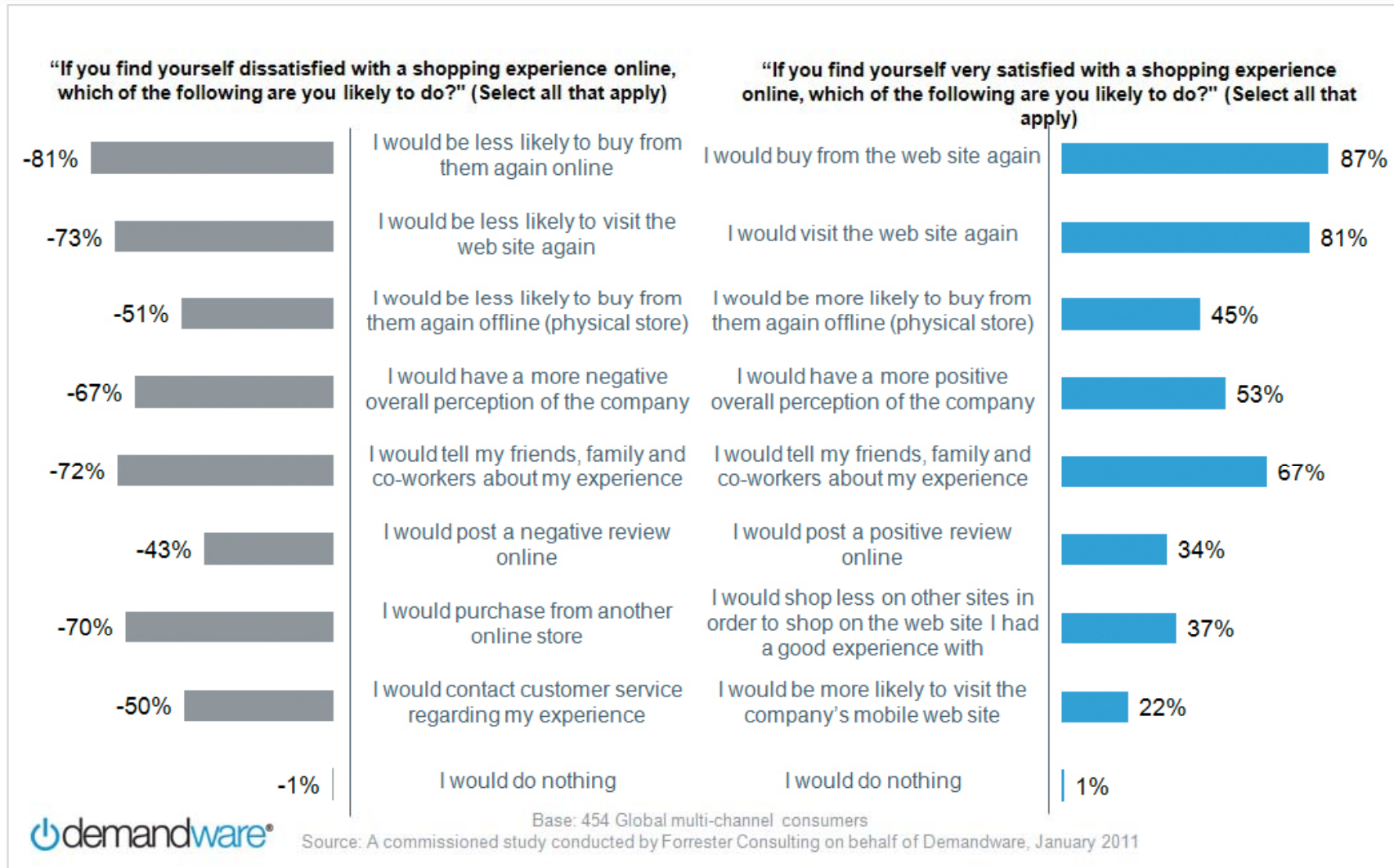
Online consumers ages 18-29 are the most likely to describe themselves as cross-channel researchers and buyers

Base: 454 Global multi-channel consumers

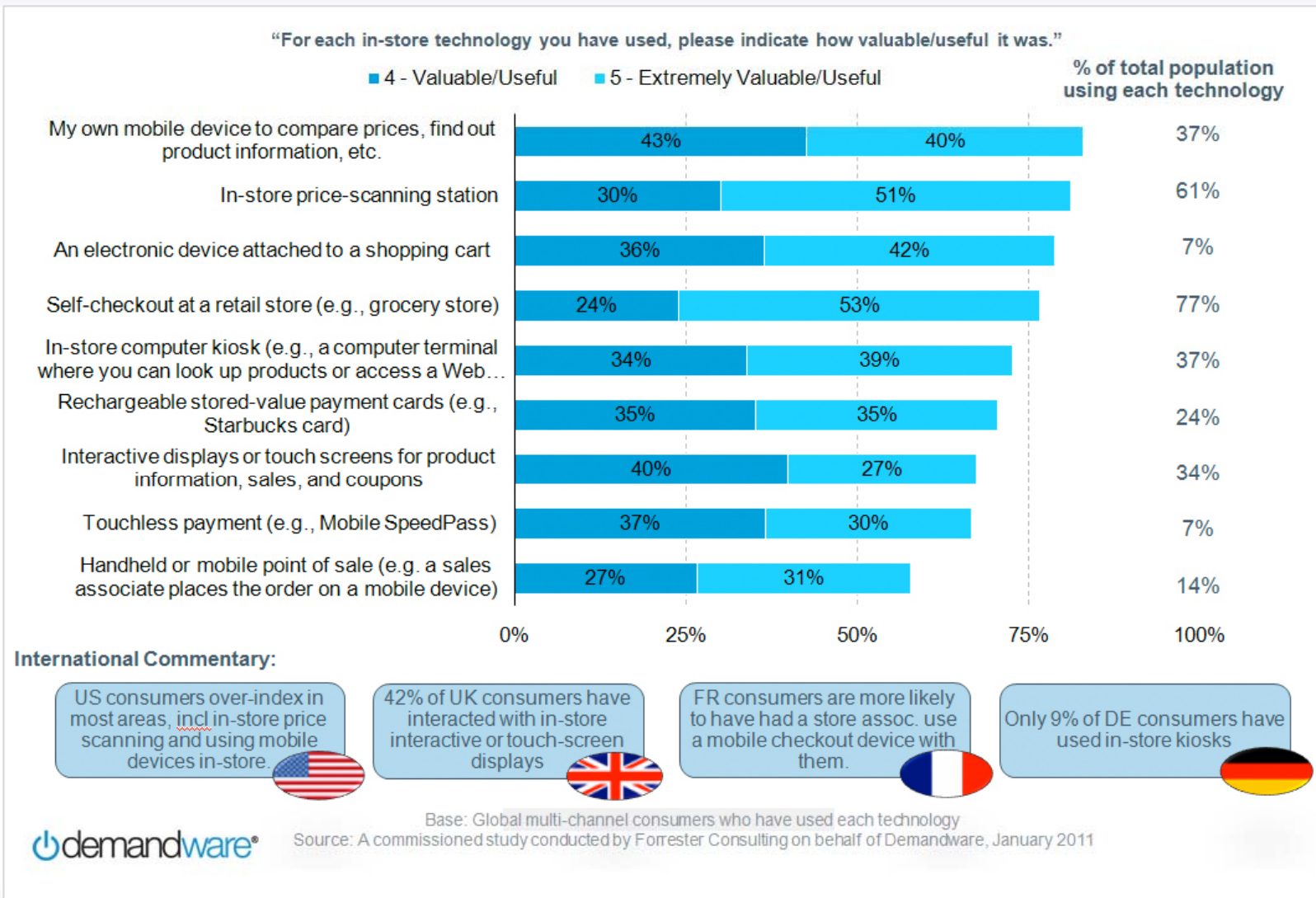
Source: A commissioned study conducted by Forrester Consulting on behalf of Demandware, January 2011



“Smart Consumers” are less forgiving and the impacts of a bad experience are far reaching and cross channels



“Smart Consumer” expectations for in-store technology starts with their own mobile phone, but that is not all



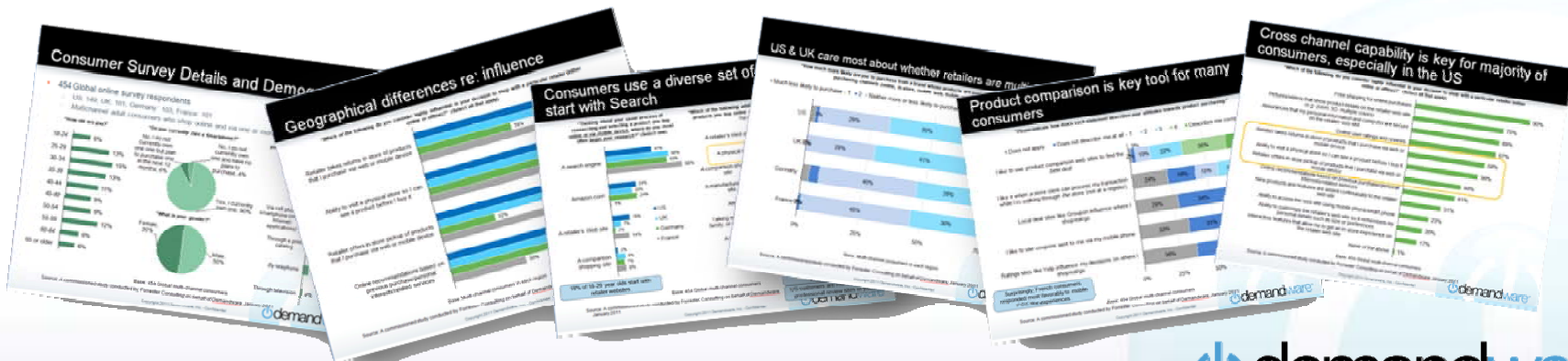
Smart Consumer Research Coming Soon

Additional Data:

- Country specific consumer shopping data for United States, United Kingdom, France, and Germany
- Consumer purchasing attitude by gender and age
- Consumer expectations and satisfaction for multi-channel shopping and in-store technology
- Consumer adoption for mobile as a shopping tool and shopping destination

Events and References:

- Sign up for our webinar, “Understanding the Power of the Smart Consumer”
 - Thursday May 12, 2011 @ 3pm CEST
 - [Register Today!](#)
- Contact us for a private briefing where we will share our entire consumer research about the Smart Consumer – info@demandware.com
- Read our blog for our point of view – blog.demandware.com



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