

Smarter Commerce

Connecting with the Digital Customer

SOCIAL MEDIA

90% of consumers online trust recommendations from people they know

70% trust opinions of unknown users ⁱ

ONLINE

192 million

U.S. consumers will shop online in 2016

15% up from **167 million** in 2012 ⁱⁱ

BUY

53% of Chief Supply Chain Officers ranked **demand variability** as their number one concern ^v

MARKET

13% of top performing marketers are more likely to create **1 to 1 marketing messages** and expand the role of technology to improve the customer experience across all channels ^{vii}

33% of leading marketers are more likely to serve personalized or targeted offers in **four or more channels** ^{viii}

THE DIGITAL CUSTOMER

SERVICE

79% of CMOs say customer analytics influence strategy decisions

81% say they plan to increase the use of the technology

92% plan to increase the use of customer and data analytics partnerships over the next 3-5 years ^x

SELL

4 in 10 Smartphone users search for an item in a store ^{ix}

86% of consumers using multiple channels spend **4 to 5 times** more than average ^{vii}

MOBILE

88.8% increase in sales from mobile devices from Q2 of 2011 to Q2 of 2012 ^{iv}

20% set to surpass in mobile commerce this holiday season ^{iv}

IN-STORE

45% shopping in-store leave and complete their purchase online for a discount as low as **2.5%** ⁱⁱⁱ

REFERENCE

ⁱ Nielsen's Global Online Consumer Survey

ⁱⁱ Forrester

ⁱⁱⁱ GroupM Next

^{iv} IBM 2012 Online Retail Holiday Readiness report

^v "New Rules for a New Decade: A vision for smarter supply chain management", IBM Institute for Business Value, 2010

^{vii} IBM State of Marketing 2012 report

^{viii} IBM Center for Applied Insights,

"Why leading marketers outperform Effective engagement," 2012

^{ix} ComScore June 2011

^x IBM 2011 CMO Study