

Consumers don't think in channels, they think in experiences

% of consumers

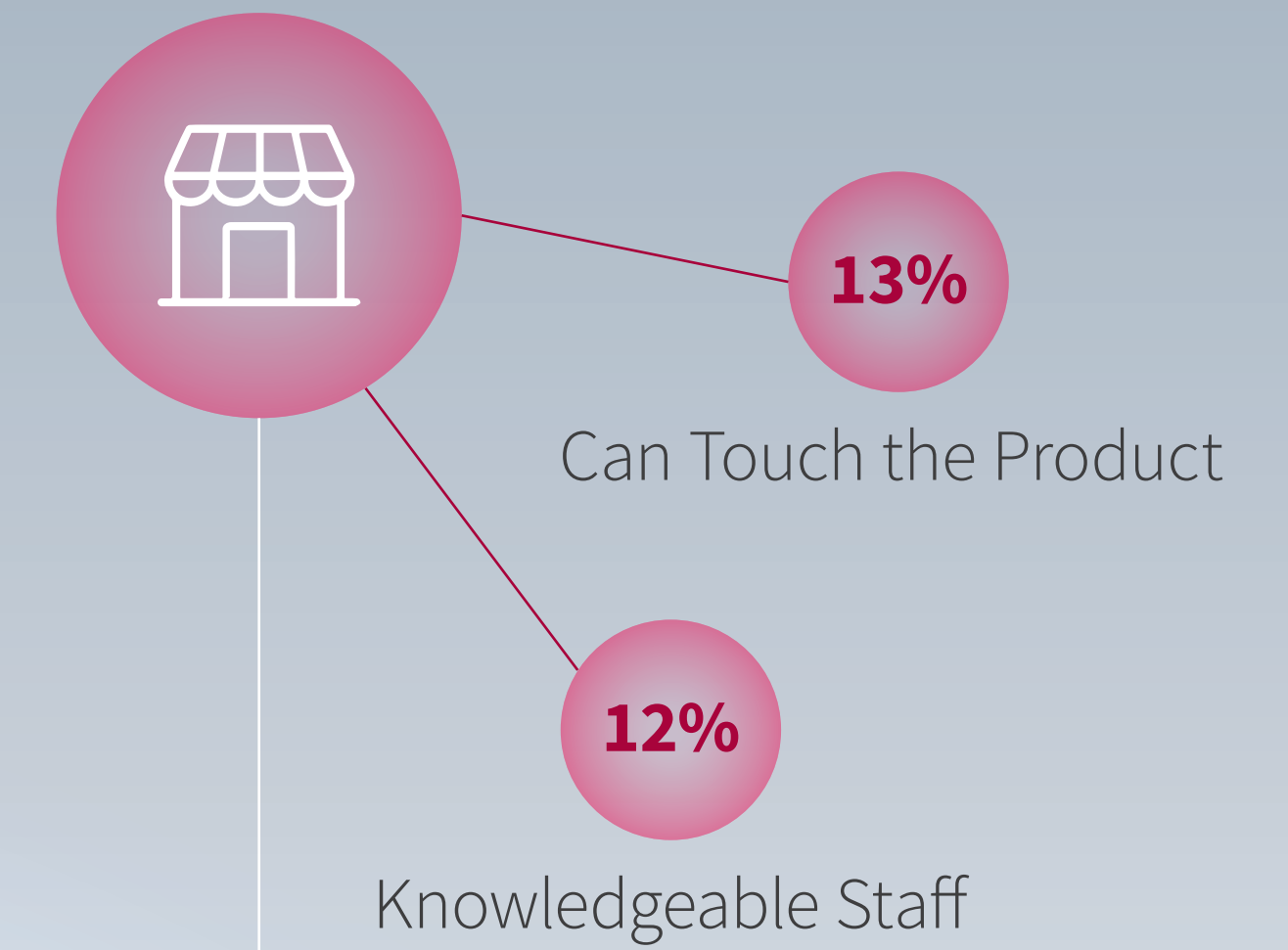
Exclusive reasons for online shopping



Shared purchase criteria (online & offline)



Exclusive reasons for in-store shopping



New and increasingly relevant purchase criteria (across channels)

