

The customer everyone is looking for, you already have.



Site visitor segments



SHOPPERS

Visitors up to and including the first purchase.



RETURNING PURCHASERS

Post-first-purchase visitors, up to and including the second purchase.



REPEAT PURCHASERS

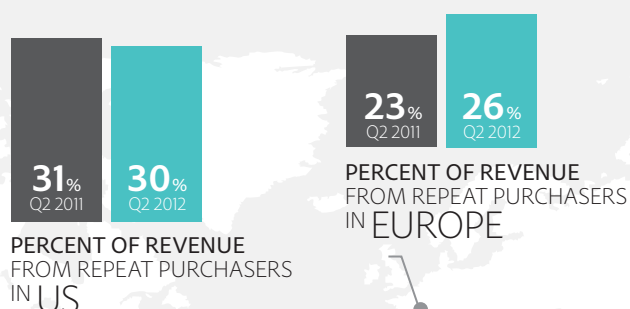
Post-second-purchase visitors, including all subsequent purchases.

## The clash between budget and revenue.

In the US, 1% of Shoppers actually make a purchase, and yet **78% of retail marketing budget** is spent on search and display primarily to bring this type of visitor to the site.\*

The truth is, **41% of online revenue** comes from Returning and Repeat Purchasers, who represent only 8% of all visitors. The good news is that marketers have more history and data to draw from for these two segments and can reach out to them in more personalized ways.

\*Source: Forrester US Interactive Marketing Budget for Retail and Wholesale



PERCENT OF REVENUE FROM REPEAT PURCHASERS IN US

PERCENT OF REVENUE FROM REPEAT PURCHASERS IN EUROPE

Looking specifically in Q2 2011 vs. Q2 2012, Repeat Purchasers' share of revenue in **Europe increased by 3%** in a recession, while the share **remained fairly flat in the US**.



Retailers must bring in seven Shoppers in Europe and five in the US in order to equal the revenue of one Repeat Purchaser.

## Invest in loyalty. Bring customers back.

In the US and Europe, Returning and Repeat Purchasers offer even greater revenue during the holiday season and in slow economies.

Digital media such as email, display ad retargeting, and loyalty promotions and rewards are tools for driving return visits and subsequent purchases.