



IAB + Pinterest

Inspiring a new retail journey



Intro

Over the past year, consumers have turned to online shopping. How can retailers take the best of offline, online? Today we discuss how to inspire a new kind of purchase journey





9m

Aussie households shopped online
in 2020

1.3m

Of those were new to online
shopping

16.3%

of all retail was online last year

57%

Yoy growth

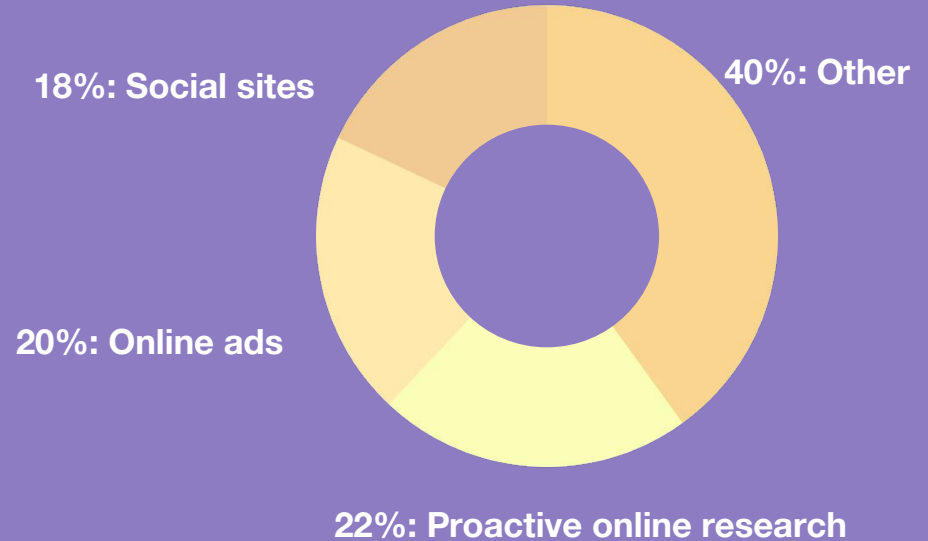


2023

27%

Aussies spend more time researching purchases since Covid19

Digital channels a trigger for finding new places to shop






Customers miss the in-store shopping experience

Shopping

Browsing (67% )

Trying on (57% )

Customer service (50% )

Touching/testing (46% )

Considering

Comparing

Personalisation

Inspiration

Buying

Adding to cart

Checkout



Bring the best bits of shopping online



1

Reach
customers
early

2

Inspire with a
useful, positive
experience

3

Seamless
purchase
experience



1

Reach
customers
early

60%

Xmas sales influenced
by pinterest happen
by mid nov



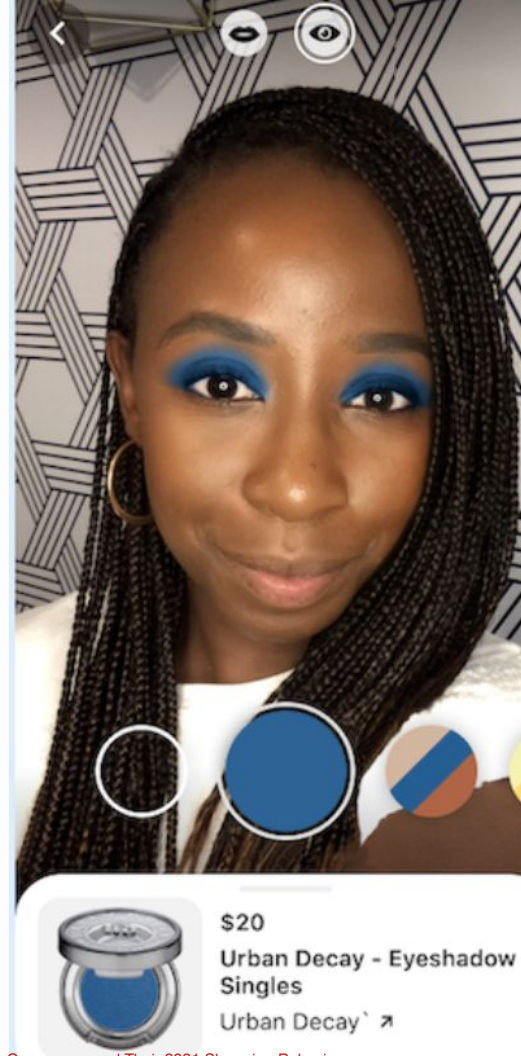


2

Inspire with a useful, positive experience

73%

Online shoppers more likely to buy if they've tried on virtually





3

Seamless
purchase
experience

Online research,
social media

retailer





3

Platform

Feed

eComm tech

Online research,
social media





collapse the funnel



In summary

1. Consumers are rebuilding, and their shopping habits have changed permanently
2. Online shopping behaviours have been expedited, and have changed
3. The desire for in-store, curated & personalised experience is just as strong
4. Brands must make their value/experience interchangeable across channels to compete



thanks