



The Digital Revolution - bringing traffic in-store

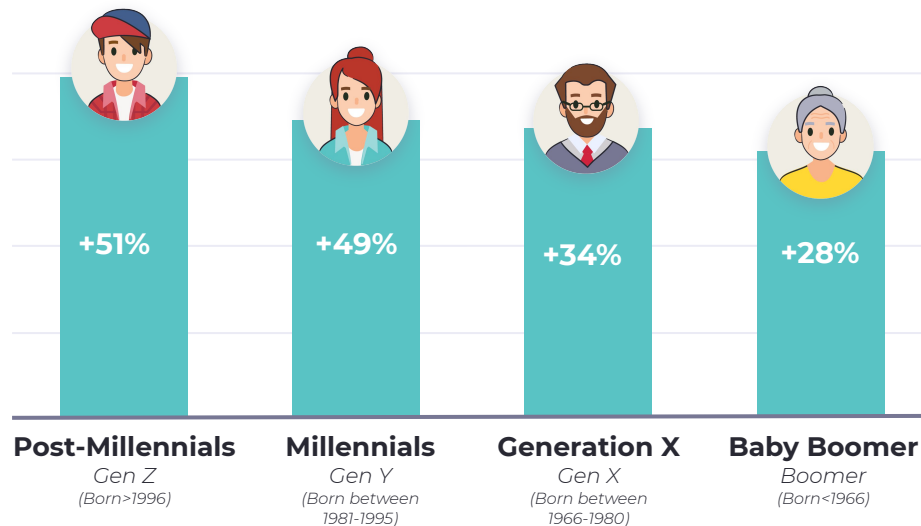
Dean Vocisano, Country Manager ShopFully Australia



The consumption of digital is growing at a rapid pace

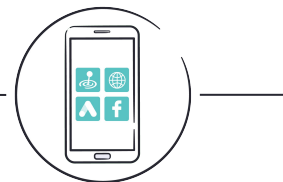
Increase use of Digital tools since COVID-19

% of respondents

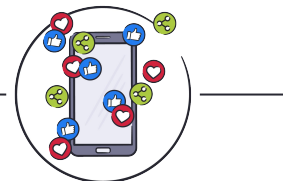


Acceleration of online shopping adoption

6:13h average time spent on the internet everyday
(+9% vs 2019)



93% of purchase decisions influenced by digital



However the majority of purchases still happen in-store

16%
online
purchases



84%
in-store purchases

Source: Australia Post 2021 e-commerce report



Research Reveals New Consumer Behaviours

Covid has led Australian shoppers to be less loyal and more open to change

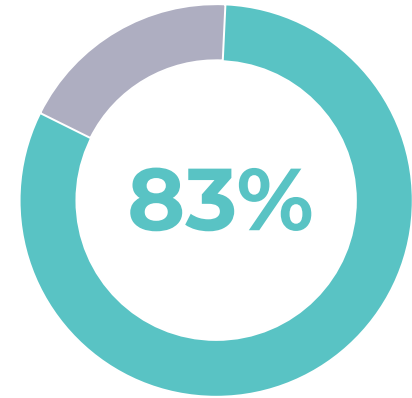
Consumers open to change retailer/brand post COVID-19

% of respondents



Intend to maintain this behaviour

% of respondents

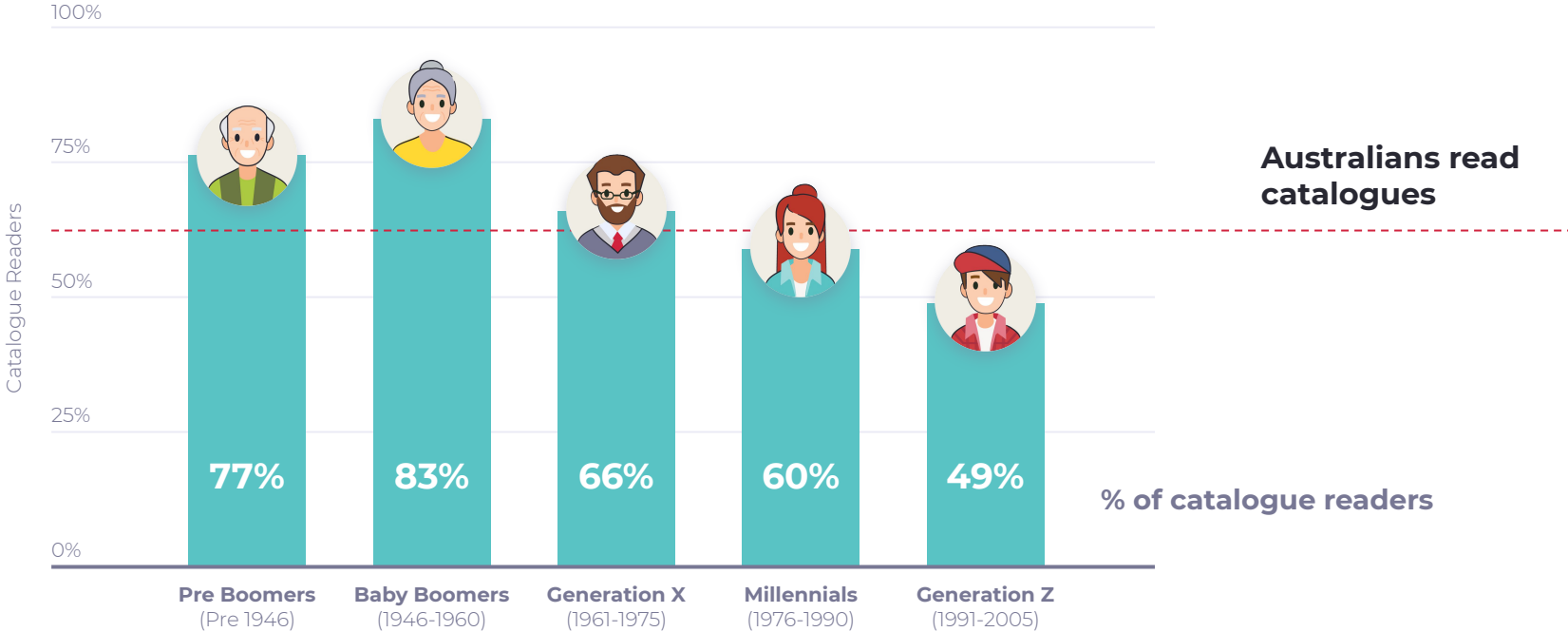


Sources: ShopFully, Think with Google, McKinsey & Company Consumer Pulse Survey



The smartphone has become
the “Remote Control”
for shopping

Catalogue is still an essential part of pre-shopping planning



Backed-up by ShopFully App Engagement Data

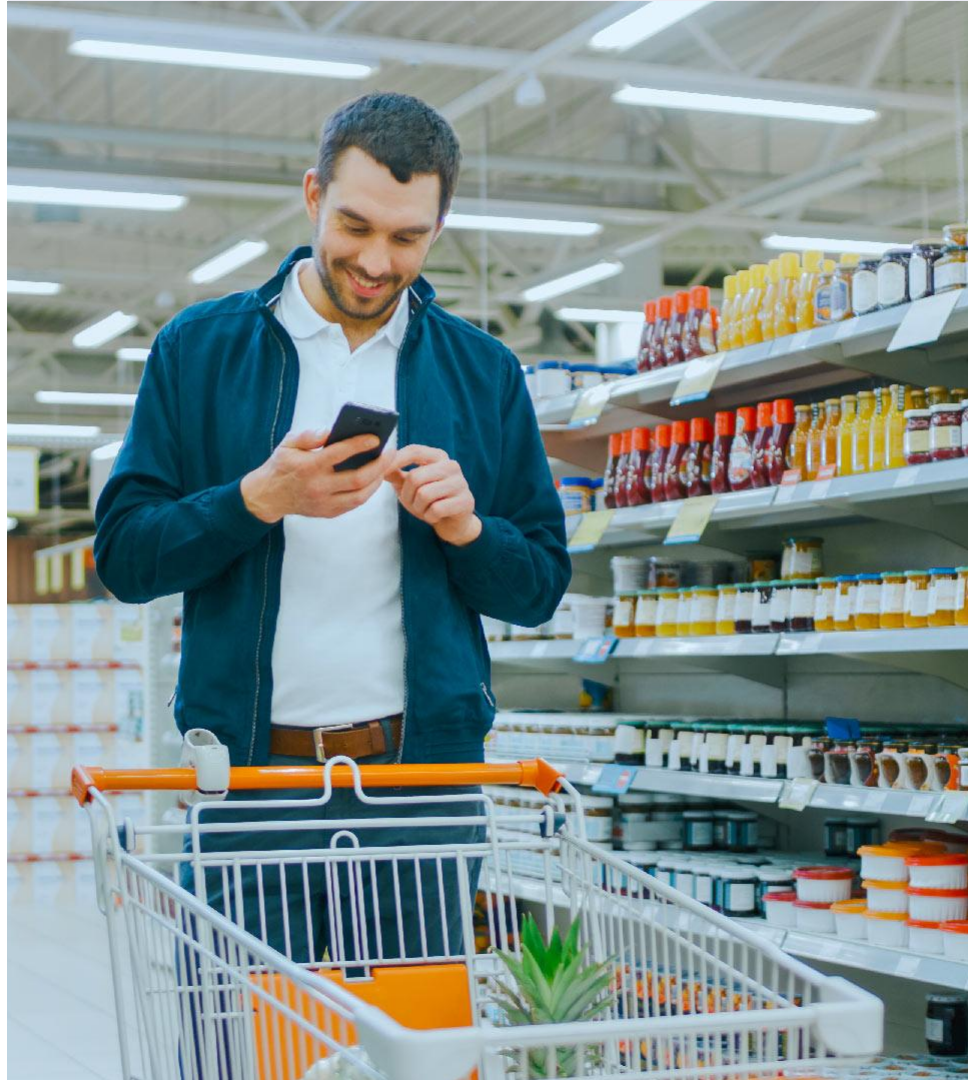
+35%

Engagement on
ShopFully app vs 2020

+88%

Sessions on
ShopFully app vs 2020


Sources: ShopFully and App Annie



From a \$700+ Million
physical catalogue industry

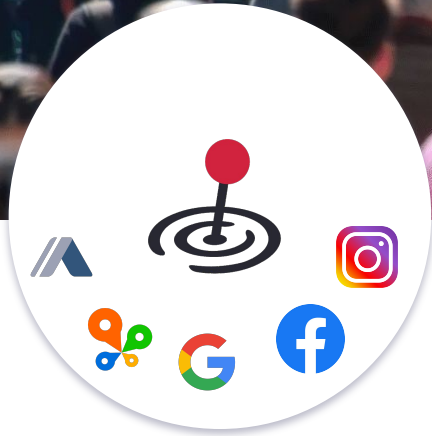
...to Hyperlocal
Marketing Automation





**How do we shift at
the same pace as
consumers and
remain relevant?**

Audience & Data are essential



Millions of Consumers
reached with geo-personalised automation

Marketplaces powering Digital Catalogue Amplification across all Digital Platforms



Making

**Local Shopping and
Digital Catalogue
distribution easier**



It's no longer about distributing a catalogue to 6 million households, but **connecting retailers and brands to millions of consumers** from interest through to purchase, hyperlocally, across all digital channels.

CREATING INTEREST



HELPING WITH CHOICE AND DECISION



STORES AND PRODUCTS BECOME DISCOVERABLE IN A SINGLE LOCATION





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Thank you

