

Brief: 3 KEY CONSUMER TRENDS involving digital media

“(S)he who hesitates is lost.” Indeed, marketers stunned by today’s rapid-fire, digital innovations can easily feel overwhelmed and fall behind. Best way forward is to put your focus on consumers. What are they actually using and when? Identify a few striking trends to help you prioritize, ignite ideas, and be more effective with your advertising. This brief will give you a head start.

Consumers now spend more time with digital than with any other major media.¹
On average in 2016:

5 hours, 43 minutes/day¹

Their digital devices are intrinsic to the shopping experience as they plan, browse, buy and share. Is there an opportunity you’re missing?

Capitalize on the trends and actionable insights below.

1 Trend: Consumers are device happy
Action: Drive cross-device influence

The more devices the merrier, apparently. Advertisers need to use [cross-device targeting](#) techniques to track the same user across their digital devices (desktop, laptop, tablet, mobile). Reaching a consumer cross-device with consistent messages will increase the likelihood of response and store visits.

Seize the day



9 out of 10
consumers move
between multiple
devices when
making a purchase²

The average consumer
is connected through

5 addressable
devices³



2

Trend: Immediate need for deals

Action: Create near- and in-store impact

People are busy and often spontaneous. [Localized mobile ads](#) are the best way to engage key prospects when they're near your store or a competitive location. Delivering helpful, local content and a strong call to action during these critical decision-making moments will increase the likelihood of conversion and purchase.

Seize the day



When researching on the go, shoppers are looking to make a purchase **within the hour**⁴

74%

of millennials are willing to receive location-based mobile alerts³

72%

of consumers check their mobile device for coupons or offers while in a store⁵

3

Trend: Got an app to buy that

Action: Leverage mobile apps

For the first time, [mobile apps](#) have surpassed mobile web commerce. Considering that m-commerce grew 40% this year,⁷ you can't afford to overlook the opportunity here. Apps that let users research products and prices in-store or receive relevant, timely offers are a great way for advertisers to leverage mobile to drive sales.

Seize the day



> 85 hours/month

Time spent using smartphone apps by 18-34 year olds⁸

Mobile apps = majority of m-commerce

\$13.4 billion mobile apps

\$13.2 billion, mobile web
\$13.5 billion, desktop

Q1 2016 online sales⁷

43%

of consumers use mobile apps on their smartphone for savings⁶

Sources: ¹eMarketer Chart, April 18, 2016; ²Industry Multi-Screen Study, Google/Ipsos, 2013; ³DMA's Statistical Fact Book 2016; ⁴Mobile Path to Purchase, Xad Inc. 2015; ⁵2016 RedPlum Pulse String Survey; ⁶The State of Coupons and the Role of Mobile, RetailMeNot, Feb. 2016; ⁷Fall 2016 Mobile Research Report, Astound Commerce; ⁸Advertising Age's Mobile Fact Pack 2016

