



Who Moved My Customer?!?

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**in 1997,
average consumers
were exposed to
500 advertisements
per day**



**in 2007,
average consumers
were exposed to
5,000 advertisements
per day**



**today,
average consumers
are exposed to
1,000 advertisements**



today,
average consumers
are exposed to
1,000 **advertisements**
in a 20 minute
shopping visit



Key Trends

(...and how clever marketers have leveraged them)



CUSTOMER

OMNI-CHANNEL

MULTI-CHANNEL

SHOP

BRICKS MORTAR

WEB

BLACKBERRY

CASH WRAP

CLICKS BRICKS

BUY

MOBILE

APP

WEB STORE

ANDROID

POS

SMART PHONE

RETAIL

MSITE E-STORE

CALL CENTER

E-COMMERCE

IPHONE

CUSTOMER SERVICE





“ We know that **60%** of our U.S. store sales are influenced by our customers' experience on bestbuy.com and **40%** of the products we sell online are picked up ”

- Brian Dunn, CEO, Best Buy

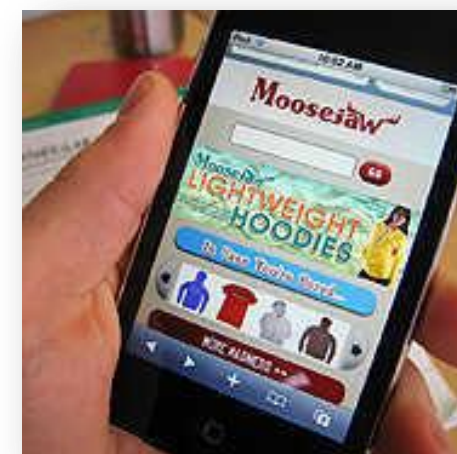
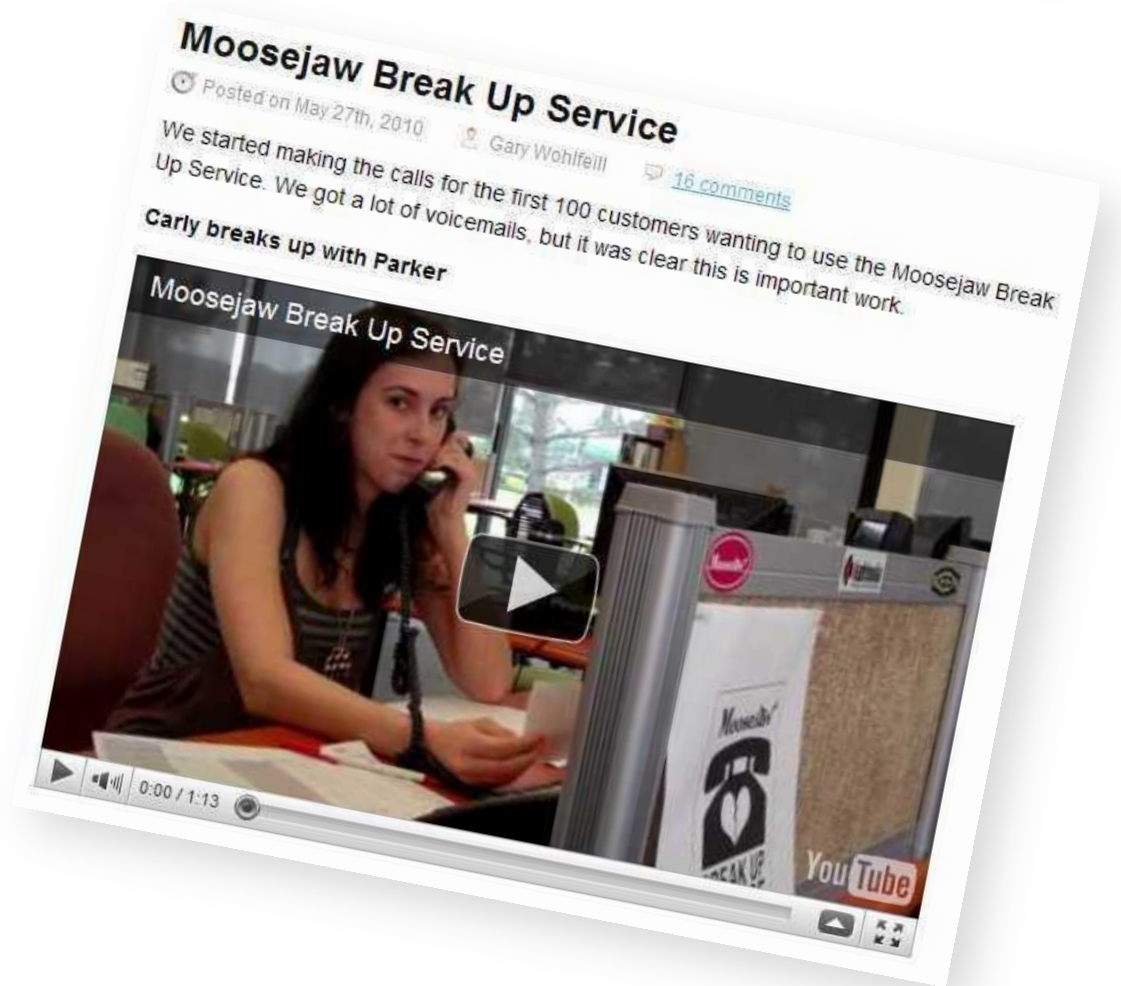




“Customers that use 3 or more of our channels, **spend 6 times** what single-channel shoppers spend”

- Glen Senk, CEO, Urban Outfitters





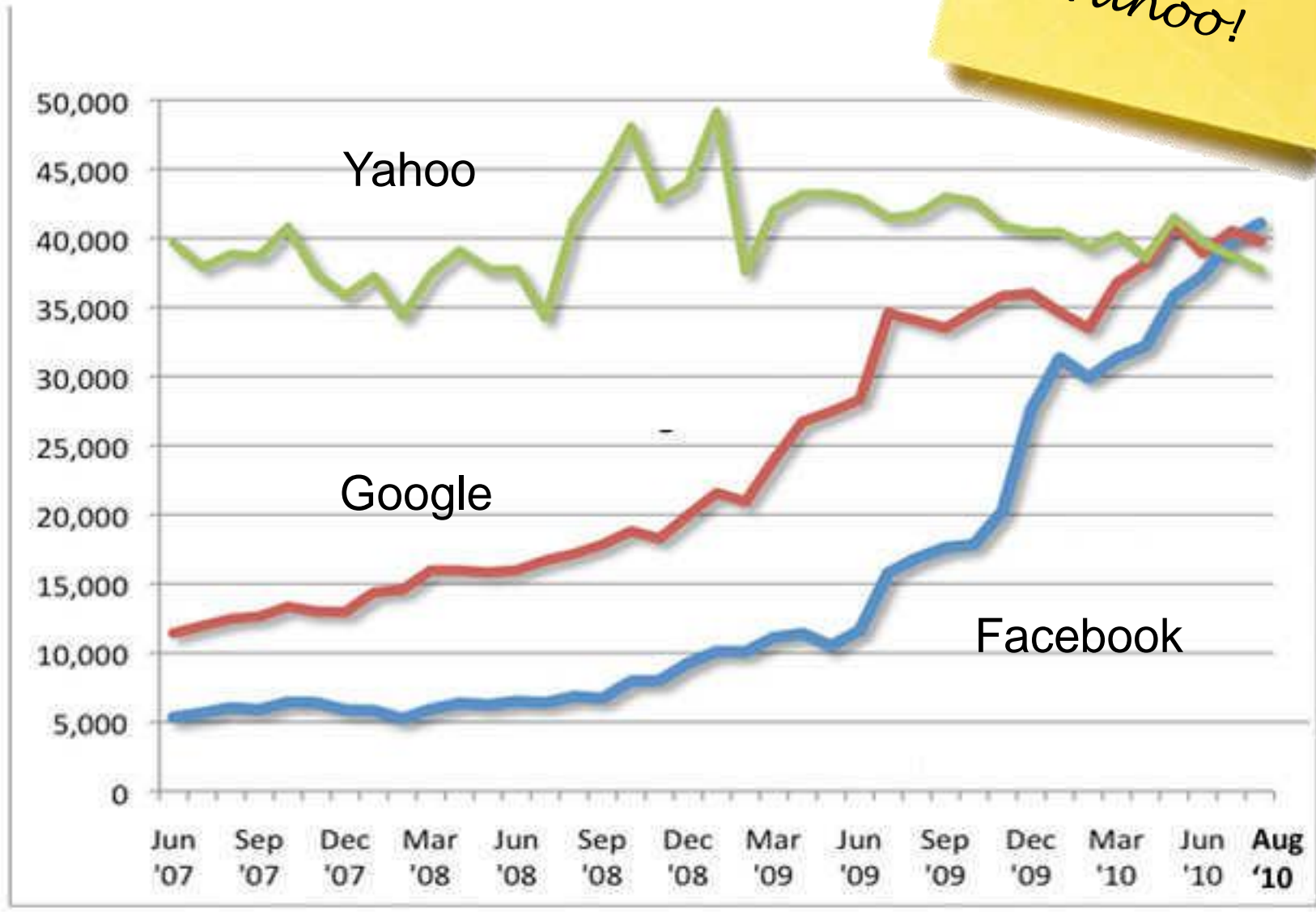


What
Happened
Here?





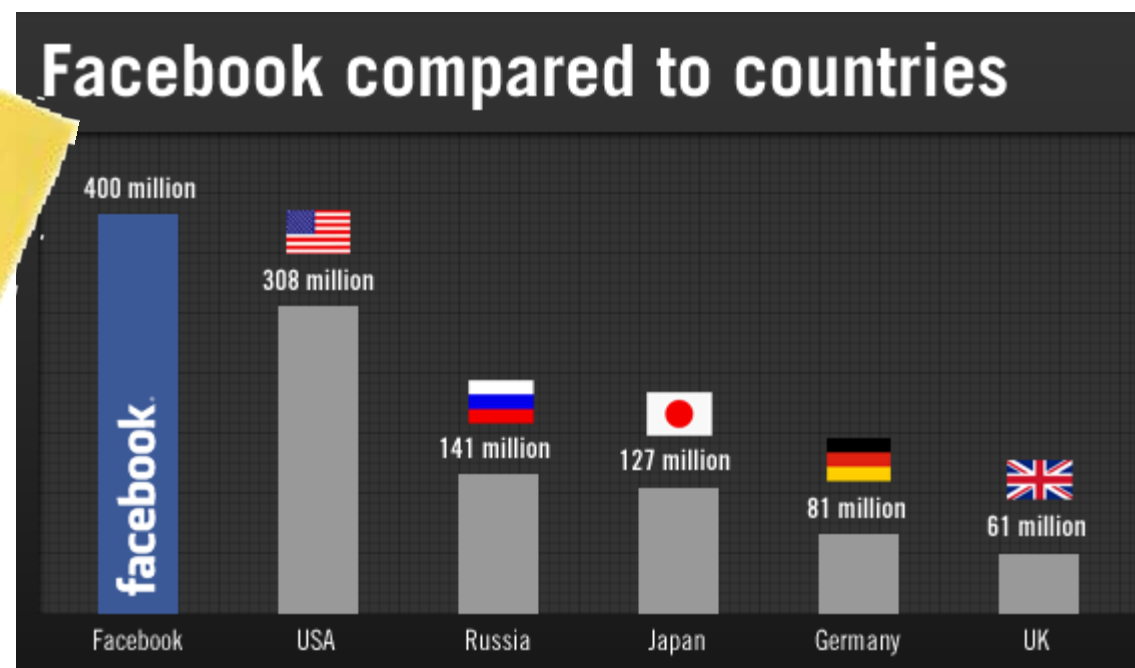
Facebook
Passed
Google &
Yahoo!

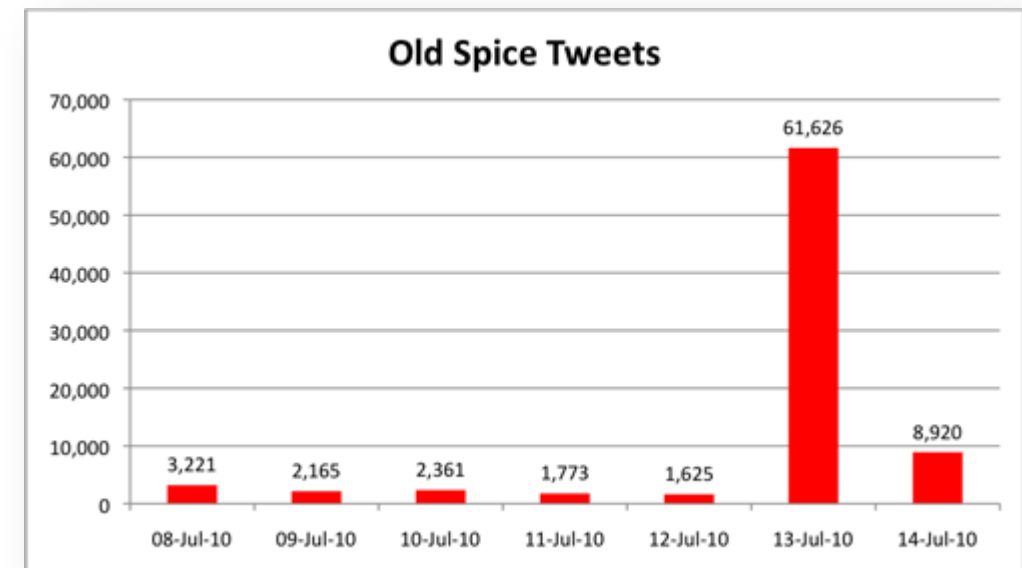




www.facebook.com/nikefootball
www.facebook.com/adidasoccer

500M now
(added 100M
since Feb)





YouTube

Alyssa Milano Old Spice Response WATCH Her Issue Oil Spill Challenge (VIDEO).flv

MegaTV 103 videos

0:05 / 1:18 360p

MegaTV July 17, 2010 **4,563**

Suggestions

- Alyssa Milano Responds to Old Spice Guy + UNF**...**
by davisfleetwood 37,420 views **Featured Video**
- Rose McGowan Old Spice Response**
by officialrosemcgowan 21,604 views
- Re: @Alyssa_Milano 1 | Old Spice**
by OldSpice 1,180,554 views
- Old Spice guy retires**
by 3AWRadio 3,029 views
- Re: @Isaiah Mustafa | Master C Spice**
by SmashTVCanada 25,862 views



694 million people
currently use the
internet worldwide





4.6 billion people
currently own a
mobile phone





“ By 2013, **mobile devices will overtake PCs** as the preferred way of accessing the Internet ”

- Morgan Stanley Forecast





“Eventually we think mobile will be the majority of the searches and the **majority of the revenue**”

- Eric Schmidt, CEO, Google





“Ultimately, these devices
**will impact the in-store
experience (even) more**
than the online experience”

- Glen Senk, CEO, Urban Outfitters





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<http://www.BBYFEED.com>

34,570 Tweets | 2,565 Following | 30,407 Followers | 1,436 Listed

Following 2,565

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twelpforce Twelpforce Best Buy
@tatanasoter If scanning 4 negatives at a time is important, you could look at the Epson v700: <http://bit.ly/ctouMh> via @Agent3012
17 minutes ago





THANK YOU

for your time and interest.



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