

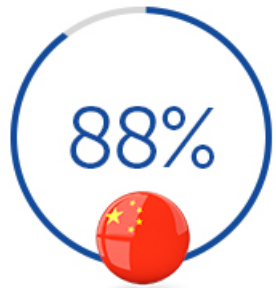
# 70%

of purchase decisions  
are made in the store



28% of shoppers who already know what they want to buy will decide which brand to buy only when in the store

# Shoppers' indecisiveness is a matter of culture and product



of the shoppers in China decide what to buy and how much to spend only when they are in the store.



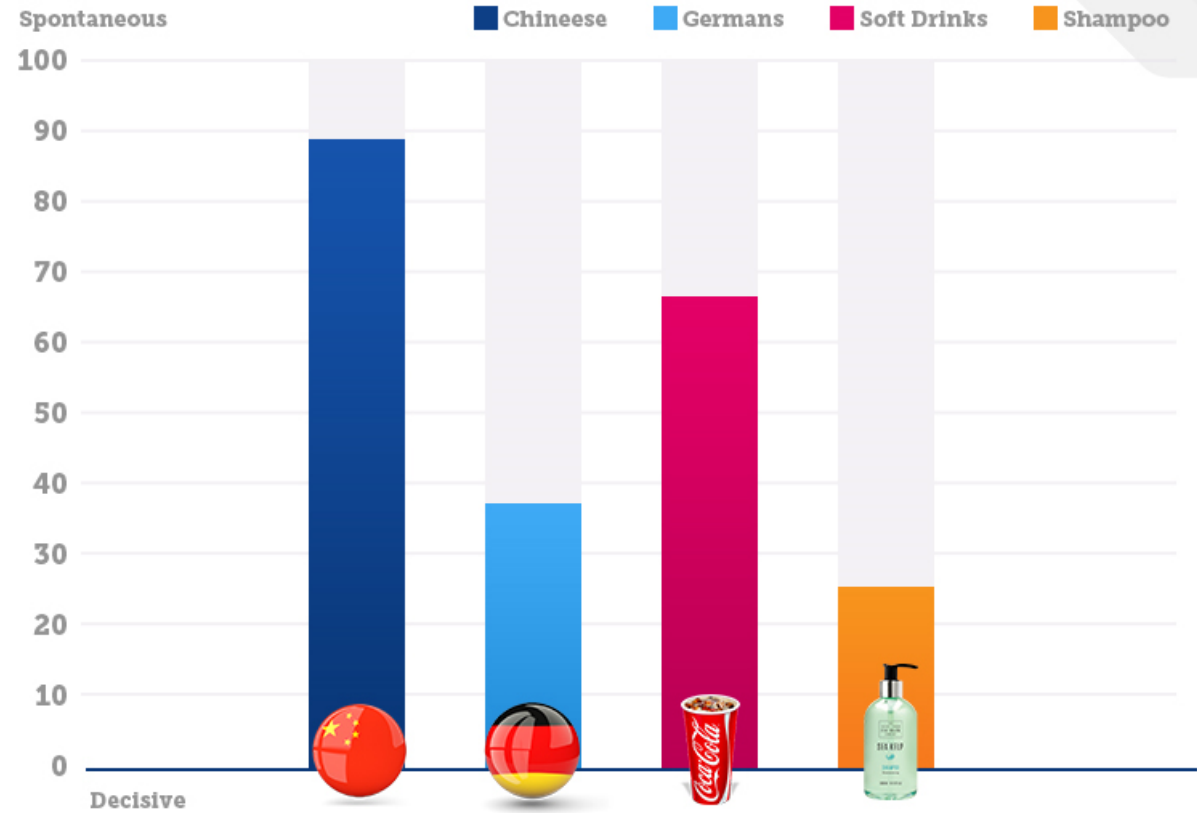
of soft drinks or beer shoppers will decide what drink to buy only when they are in the store.



in Germany



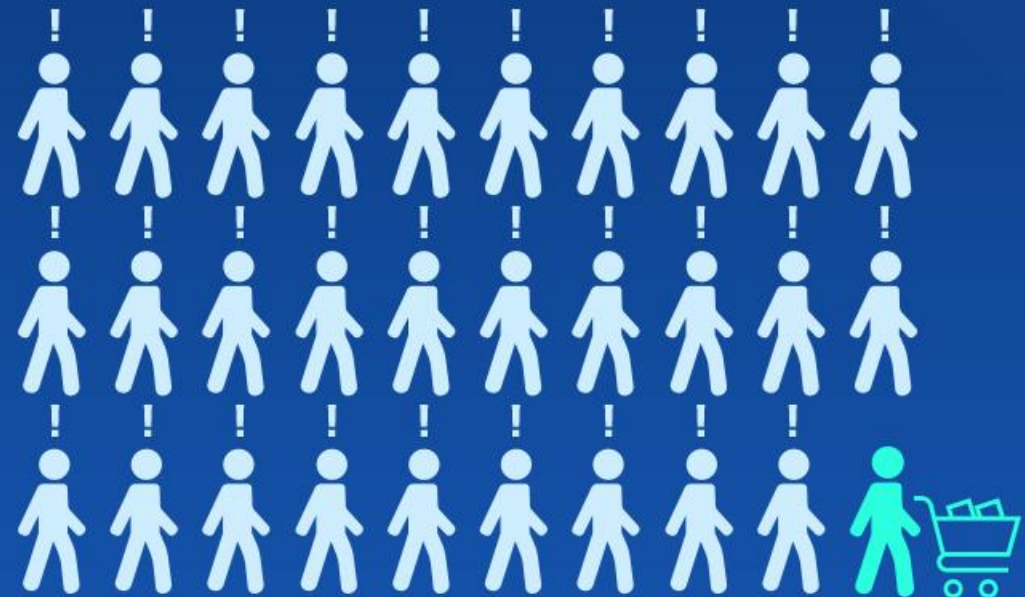
of Shampoo shoppers



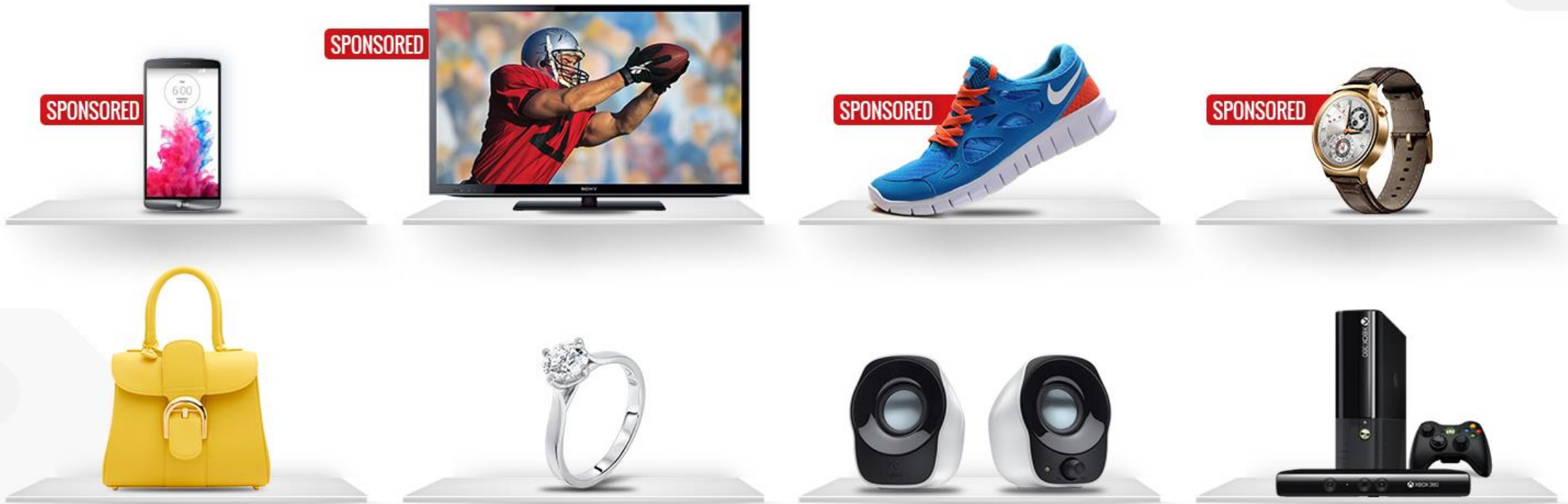
# 97%

of shoppers will leave an online store without buying

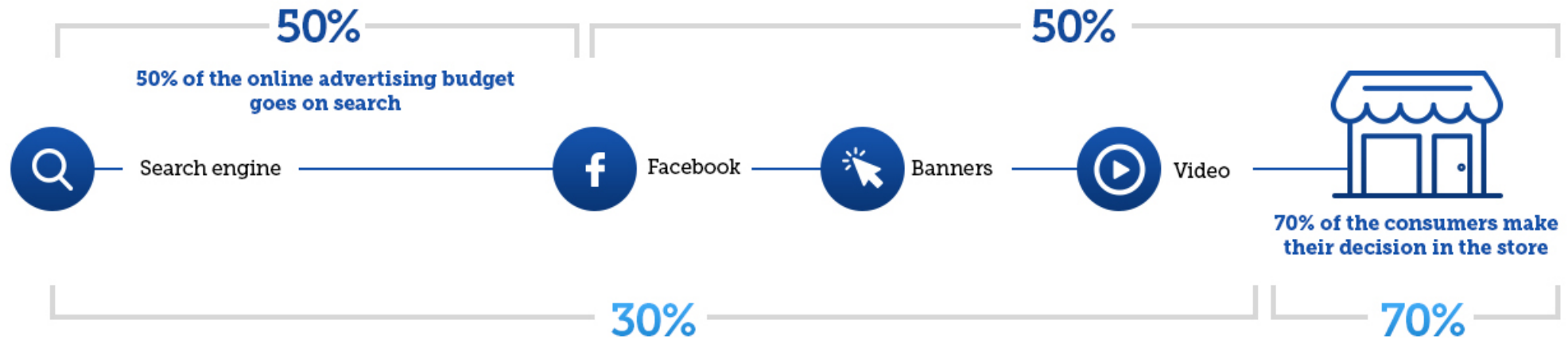
It will however help them make up their mind and focus on what to buy



Brands invest **\$500 billion per year**  
on better physical shelf space in stores



## Where do marketers spend their online marketing budget



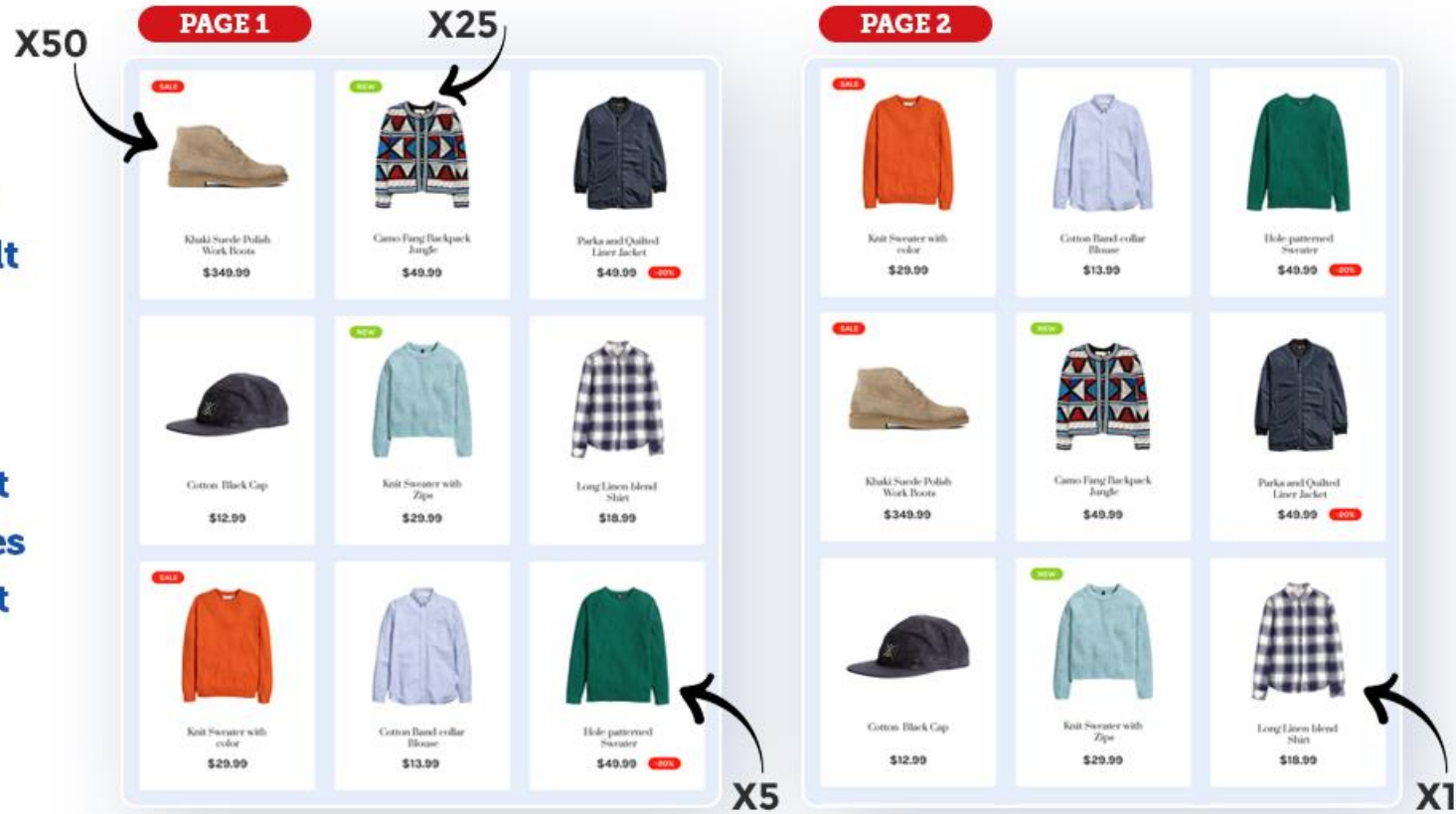
## Where do consumers decide what to buy



80% of the shoppers in Amazon don't go further than the 1st result page



A brand that appears 1st in Amazon's search result page has 10 times more clicks than the brand listed 10th and 2 times more than the brand that is listed 2nd (and 50 times more than the brand that is listed 10th in the 2nd result page)



A Brand that appears last in the 2nd result page has less than 1% chance of someone entering its product page