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RETAIL PERSONALIZATION IN
THE AGE OF THE **MOBILE SHOPPER**

Insights Into The Mobile Behavior Of The
Modern Consumer

INDUSTRY RESEARCH:
RETAIL Q4 2017

OVERVIEW

The world is mobile. People communicate with each other on their mobile phones, they stay on schedule with the help of their smartwatches, and, perhaps most importantly, they interact with brands via mobile apps. Therefore, it's important for brands to focus on their mobile experiences. To investigate the preferences and behaviors of consumers when using mobile applications within the U.S., SundaySky conducted an online survey with 226 total respondents.

226

total respondents

Respondents received a series of 21 questions that referred to their current behaviors in terms of mobile app usage, as well as what they'd like to see from mobile apps in the future.

All 226 of the respondents confirmed that they have at least one relevant mobile app downloaded.

Baby Boomers

15%

Of respondents, between the ages of 52-65

Gen-Xers

17%

Between the ages of 41-51

Millennials

61%

Between the ages of 23-40

iGen/ Gen-Zers

7%

Between the ages of 18-22

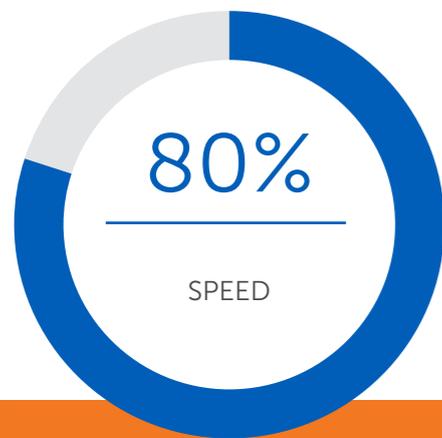
MOBILE SAVVY GENERATION

With Millennials—the most self-identified mobile savvy demographic—becoming the largest generation in the American workforce, it’s more important than ever for brands to focus on mobile-first strategies that assume consumers engage with brands primarily through their phones.

Just over 60% of Millennials consider themselves mobile savvy, which is more than 3x the amount of those who consider themselves as such in previous generations.



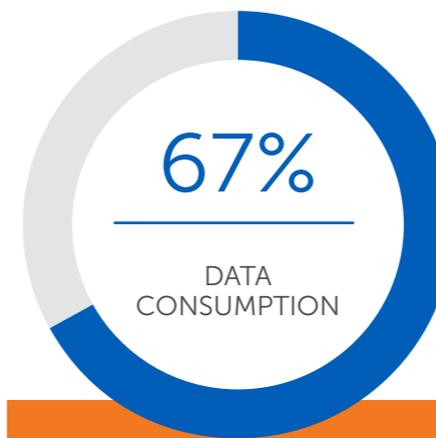
WHAT CONSUMERS VALUE IN AN APP



The majority of respondents agree that the speed of an app is vital to how they perceive their experience



Most consumers value the ability to seamlessly navigate between online and offline without the experiences differing drastically



A significant portion of the respondents said they consider low data usage to be important



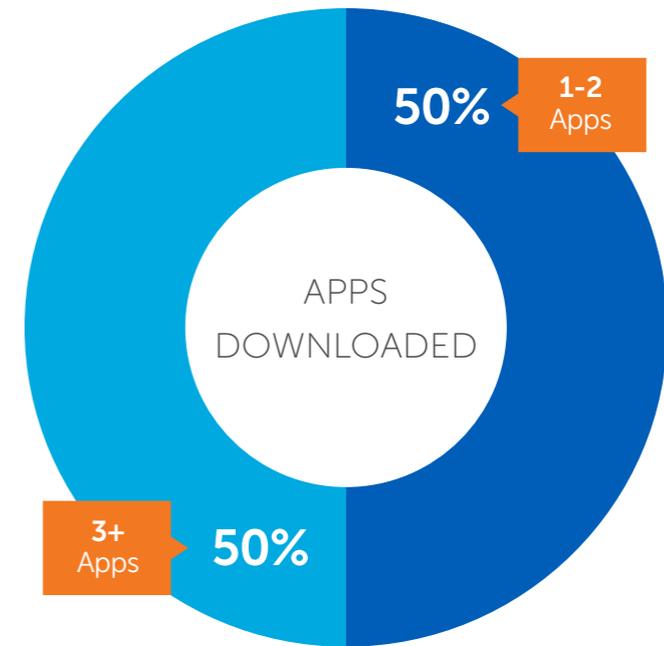
More than half of consumers value in-app personalization; a percentage that grows the younger the demographic

RETAIL MOBILE APP USAGE

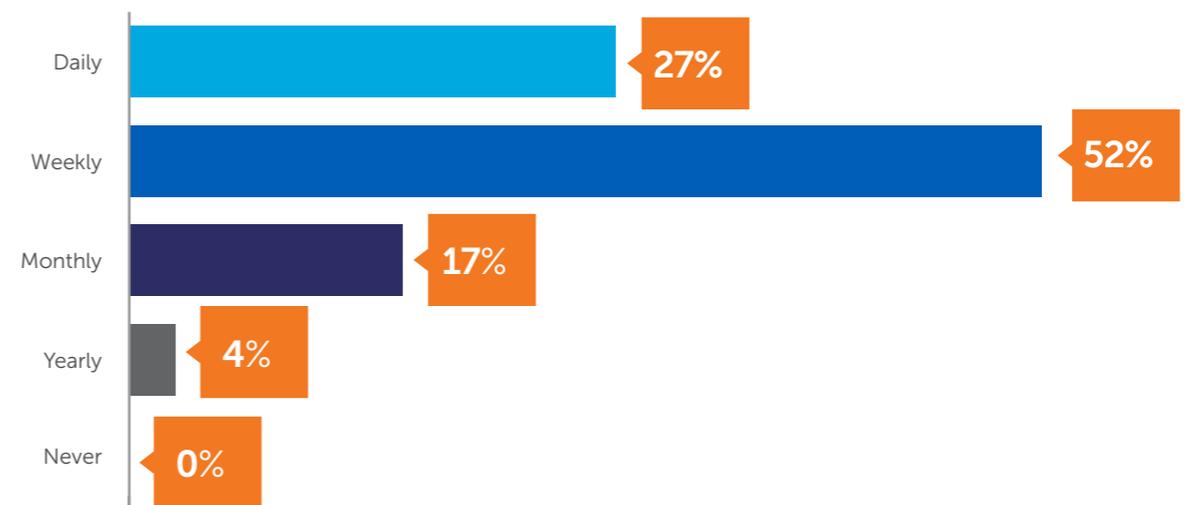
All 226 survey respondents indicated that they have at least one retail mobile app downloaded on their phone. Of those, half said that have just one or two retail apps on their phone while the rest said they have three or more. Not only do these shoppers have multiple retail mobile apps downloaded, more than half use these apps weekly and more than a quarter daily. The remaining shoppers either use their apps monthly or annually, with not a single respondent claiming to never use any of their downloaded retail mobile apps.

These statistics show that shoppers not only save plenty of memory space on their mobile phones for the apps of their favorite retailers, but they also regularly interact and engage with these apps. Therefore, retailers who aren't making their mobile app experience a priority are missing out on a huge opportunity.

EACH TIME A CONSUMER LOGS INTO THEIR MOBILE APP IS AN OPPORTUNITY TO WIN THEM OVER WITH PERSONALIZED CONTENT.



APP USE FREQUENCY

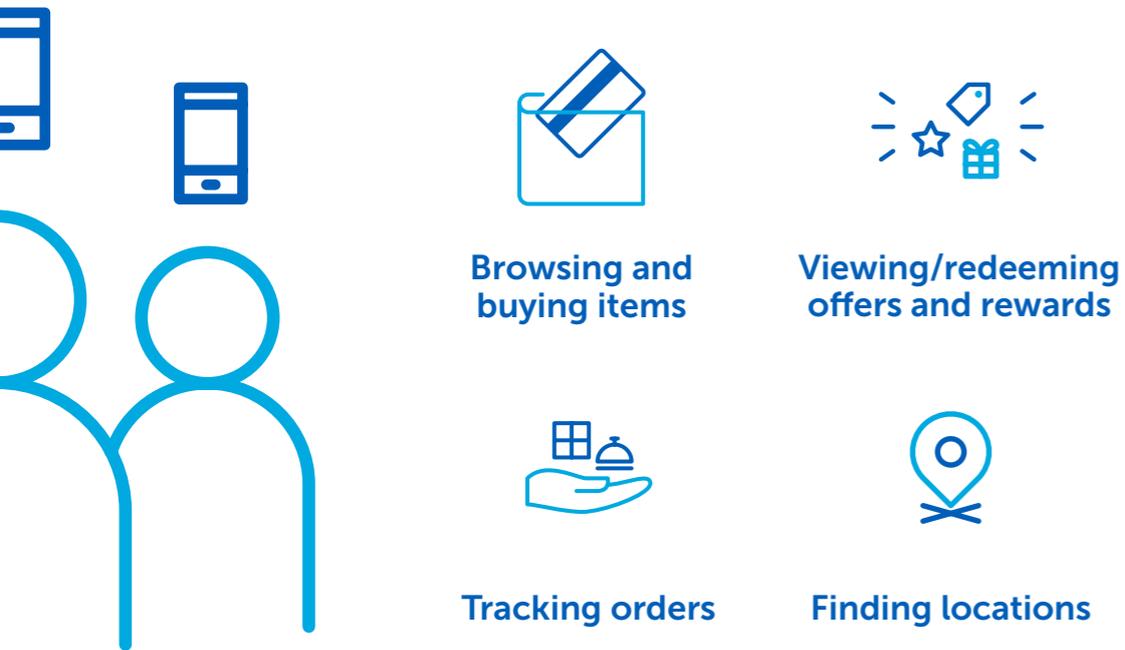


IN-APP BEHAVIORS OF MOBILE SHOPPERS

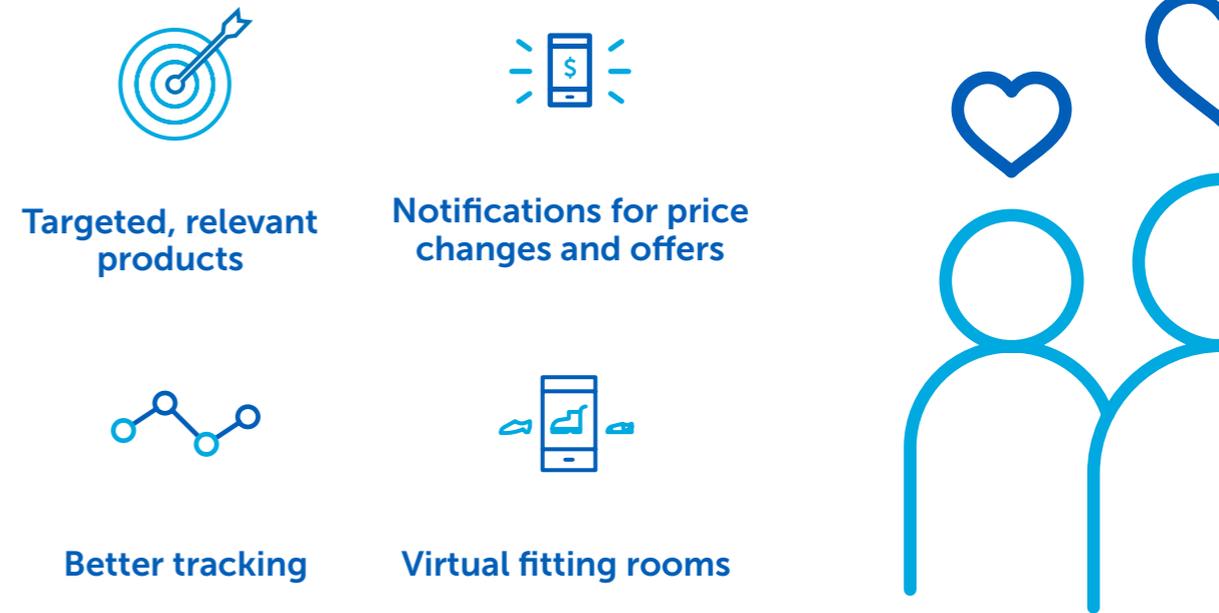
Retail consumers are most comfortable with a mobile app that allows them to take control of their shopping experience. They currently tend to use their retail apps for straight-forward features such as viewing offers, purchasing items, and tracking orders. When asked about desired future features, shoppers mostly agreed that they want a stronger level of personalization which addresses their individual purchasing habits and desires. Below are specific enhancements they look forward to seeing in the future.

RETAILERS THAT PERSONALIZE THEIR MOBILE APP EXPERIENCE TO MEET CONSUMERS' DESIRED BEHAVIORS ARE ONE STEP CLOSER TO INSPIRING LIFELONG LOYALTY.

CURRENT IN-APP BEHAVIORS

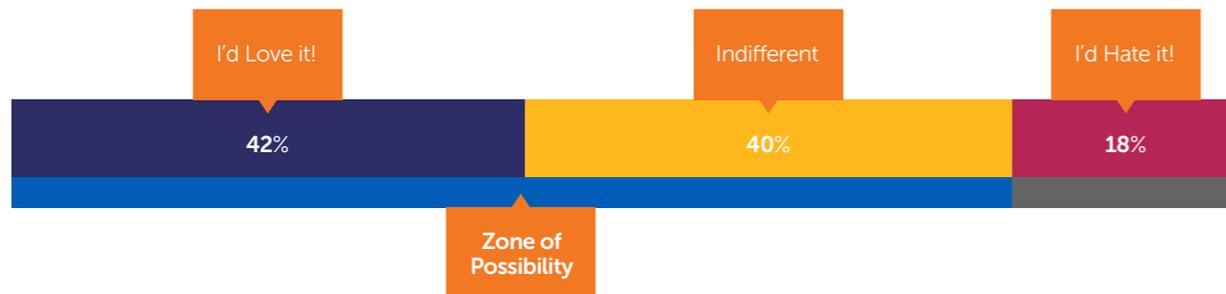


DESIRED IN-APP BEHAVIORS



PERSONALIZATION IN RETAIL APPS

A total of 42% of shoppers said they “would love” personalized content in a retail mobile app and only 18% said they would hate it. This leaves 40% of shoppers as indifferent. However, when the indifferent consumers are combined with the enthusiastic respondents as potential customers who could be won with personalized content, an astounding 82% of the mobile retail audience falls into the zone of possibility.



BRINGING IT ALL TOGETHER

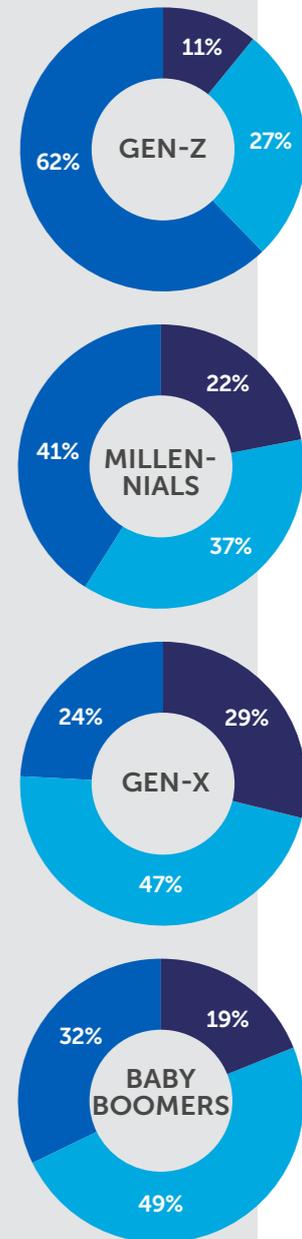
Retail is a vertical ripe for in-app personalized video, but the technology must be introduced gradually, as younger consumers are more readily amenable to some degree of personalization. That said, the older generations aren't necessarily against personalized content. In fact, many of them were included in the respondents who would like more relevant product suggestions in-app.

In the end, mobile shoppers are looking for innovative, personalized retail experiences on their phones that are so seamless that they mimic the act of physically shopping at a store altogether.

PERSONALIZATION BY AGE

The survey revealed that 62% of Gen-Zers and 41% of Millennials “would love” a measure of personalization in their retail mobile apps. Most Gen-Xers and Baby Boomers said they would neither love nor hate added personalization. One thing that remains true throughout all four groups, though, is that only a small minority of people would have an issue with in-app personalization.

GEN-ZERS AND MILLENNIALS ARE MORE LIKELY TO APPRECIATE PERSONALIZATION IN RETAIL APPS.



■ I'd Love it! ■ Indifferent ■ I'd Hate it!

ABOUT SUNDAYSKY

SundaySky is an end-to-end video marketing platform that transforms storytelling through personalized video. We turn traditional, linear video into modular, personal experiences that make brands more relevant, connected and effective. By combining the power of automation and big data with the emotion of video, our SmartVideo™ technology generates and delivers individual videos in real time, across paid and owned media channels at scale, and returns significant business value for global brands like AT&T, Citi, Williams-Sonoma and Verizon. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



229 W. 36th Street, 2nd Floor, New York, NY 10018

sundaysky.com | Tel: 212.929.8111

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