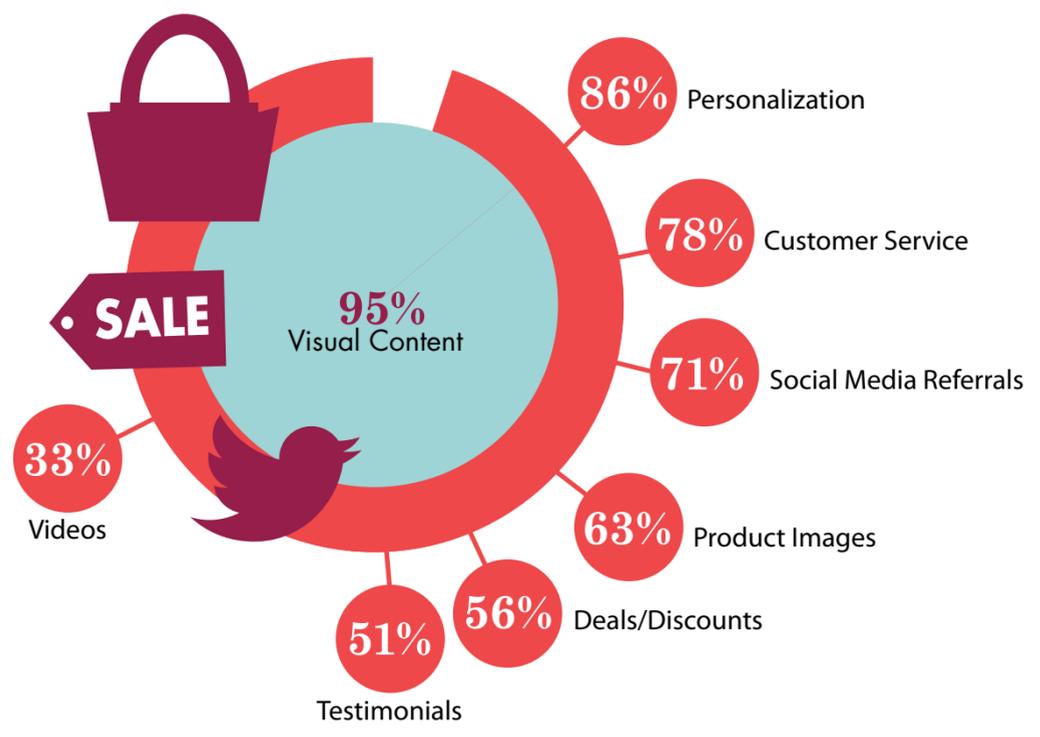




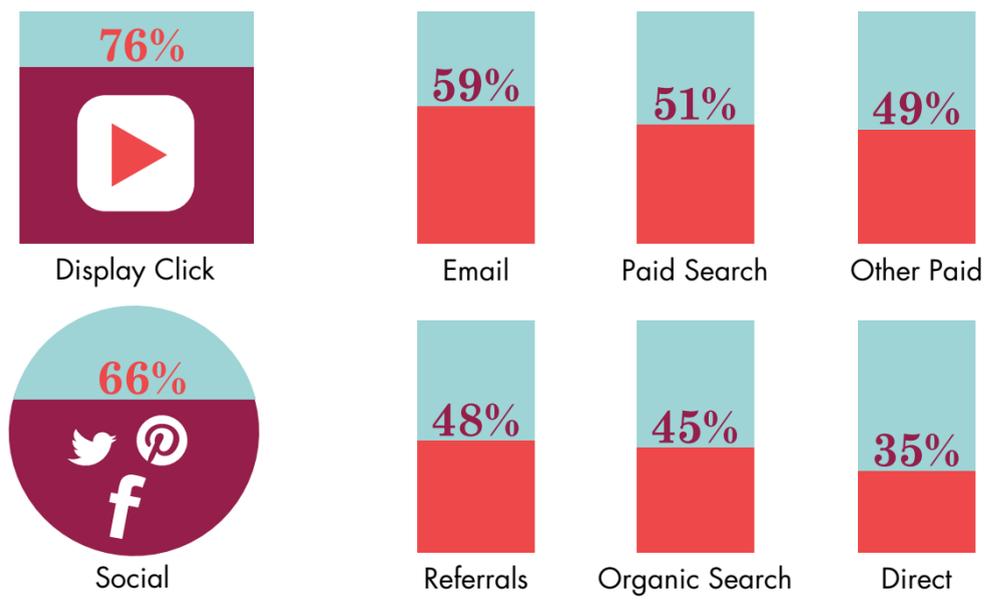
Customer's Digital Path To Purchase

A customer's decision to purchase goes digital with the presence of endless media channels. In today's Internet revolution, before making an online purchase, a customer monitors your brand across several platforms to learn more. It's important for businesses to keep up with the latest trends and developments as the customer's digital path to purchase is rapidly evolving.

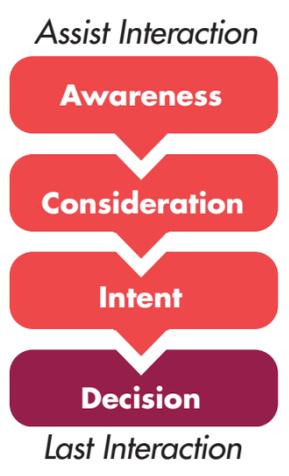
What Influences Online Shoppers?



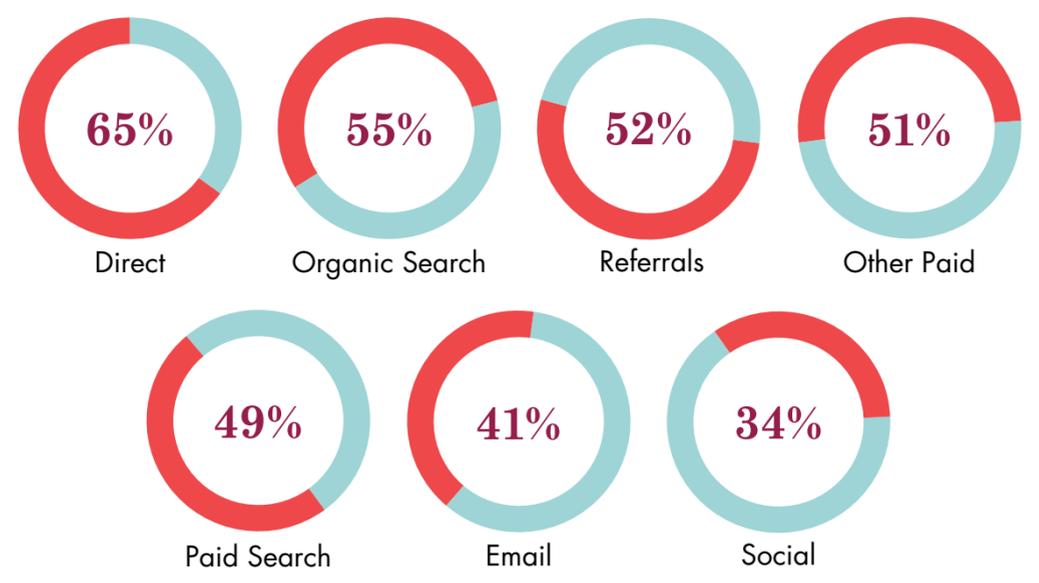
What Channels Are Affecting Customer's Decision Making In The Assist Interaction Phase?



Online Shopper's Buying Cycle



What Channels Are Affecting Customer's Decision In The Last Interaction Phase?



Resources

- <http://www.thinkwithgoogle.com/tools/customer-journey-to-online-purchase.html>
- <http://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756>
- <http://www.marketingprofs.com/charts/2014/24787/which-type-of-online-content-most-influences-consumers>
- <http://thenextweb.com/dd/2014/05/21/importance-visual-content-deliver-effectively/>