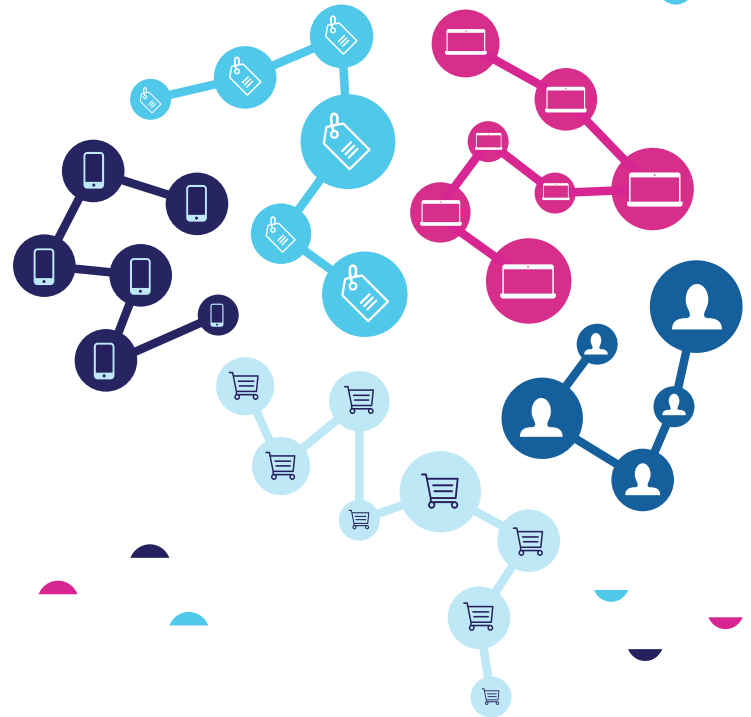


understanding the omnichannel shopper journey

It is more important than ever for retailers to successfully reach shoppers both in-store and online given how both are utilized across all five paths to purchase we've identified. **In fact, 91% of all CPG dollar sales are represented by omnichannel shoppers.***



91%
omnichannel

continued shopper shifts

In the last two years, there has been an evolution in buying behavior, as nearly a third of shoppers have changed the way they shop,[†] with many using new methods like delivery or click-and-collect to fulfill their shopping needs.

It's important for retailers to understand these changes, as well as the common missions and motivations across all channels and paths to purchase.



9%
in-store only

common motivations, unique touchpoints

Shoppers who complete their purchase online or in-store have more in common with their shopper journey than it may have previously appeared. pepviz's proprietary research has identified omnichannel messaging with key nuanced touchpoints that will resonate for both the **online Early Adopter path** and the **in-store Explorer path**.†



early adopter path



explorer path

motivation:
exploration, appeal

mission:
unique needs, special occasions

social media,
online forums,
planning tools

pre-shop:

personalized
pricing and emails,
search, recipes

shop:
gold standard, merchandising, assortment

post-shop:
digital engagement



let pepviz help you understand the paths to purchase

The shopping journey will always have complexity, but understanding these paths and touchpoints will help you reach omnichannel shoppers and drive engagement.

Partner with pepviz's proprietary insights to optimize the paths to purchase and unlock granular growth opportunities with the omnichannel shopper today.

* Omnishopper Panel 52W, NielsenIQ, March 26, 2022

† PepsiCo Path-to-Purchase Research, June 2021