

Depth. Focus. Service.

Reports Based On:

- A national online panel of 3,000 U.S. consumers surveyed annually in February
- Provides a projectable U.S. national sample

Benefits of Membership

These reports provide deep insight on consumers' shopping experience, preferred brands, and key market trends among U.S. consumers in the way they shop and pay and their changing expectations of retailers and merchants.

- An annual series of 3 Insight Summary reports on U.S. consumers' merchant experience, payment experiences, and shopping behavior, channel usage, and loyalty, highlighting key market trends with strategic opportunities for our clients
- A full set of cross-tabulation tables to provide greater detail on shopper segments and demographics
- PowerPoint presentation format
- Members-only webinar presenting key findings and strategic implications
- Access to full library of all published Customer Merchant Experience Survey reports
- Access to Primary Data Manager to address questions or issues that can be answered from the data

BUYER PAYMENTSINSIGHTS

Consumers today have better access to information about products and services they want to purchase. And with the revolution in e-commerce and multichannel marketing and order fulfillment, consumers are demanding more and more from the retail experience. Improving the customer journey with an experience that forges loyalty is now a strategic concern that must be considered across in-store, mobile, and blended channel delivery as well as traditional e-commerce. Mercator Advisory Group's Buyer PaymentsInsights, a tracking study, provides data and analysis on the consumer shopping experiences by merchant vertical through a series of three Insight Summary reports based on a national survey of U.S. adults conducted annually.

Benefits to subscribers include:

- Deep insight into what affects the customer experience for consumers as they shop and pay
- Opportunity to suggest updates to topics in the survey questionnaire
- Expert data analysis and reporting, including critical year-over-year changes (2018–2019)
- Access to final crosstabs for internal analysis
- Access to Mercator Advisory Group's library of all published Customer Merchant Experience Insight reports

MAJOR CONTENT AREAS WILL INCLUDE:

SHOPPING: What are the best-of-breed shopping experiences? What affects shopping behaviors and preferences?

SHOPPER INTERFACES USED AND PREFERRED: What methods do consumers prefer for shopping? What affects participation in loyalty programs? Which apps and websites are most engaging, and why?

PAYMENT EXPERIENCES AND PREFERENCES: What preferences do consumers have when it comes to point-of-sale (POS), online, or in-app purchases? What are the key experiences and expectations at the POS including EMV, PIN, mobile and contactless elements?

BUYER PAYMENTSINSIGHTS

2019 Proposed Questionnaire Topics Include:

1. Shopping

- Shopping behaviors and preferences: in-store, online, remote/mobile order/pick up in-store/delivery, showrooming
- Experience with key merchant verticals: consumer durables, soft goods, automotive, grocery, electronics, office supplies
- Best-of-breed shopper experiences, ratings of benchmark retailer brands
- Perceived shifts in channel usage (in-store/ online/etc.), drivers of change, effects on merchant selection
- Generational shopper segments (Millennials, etc.)

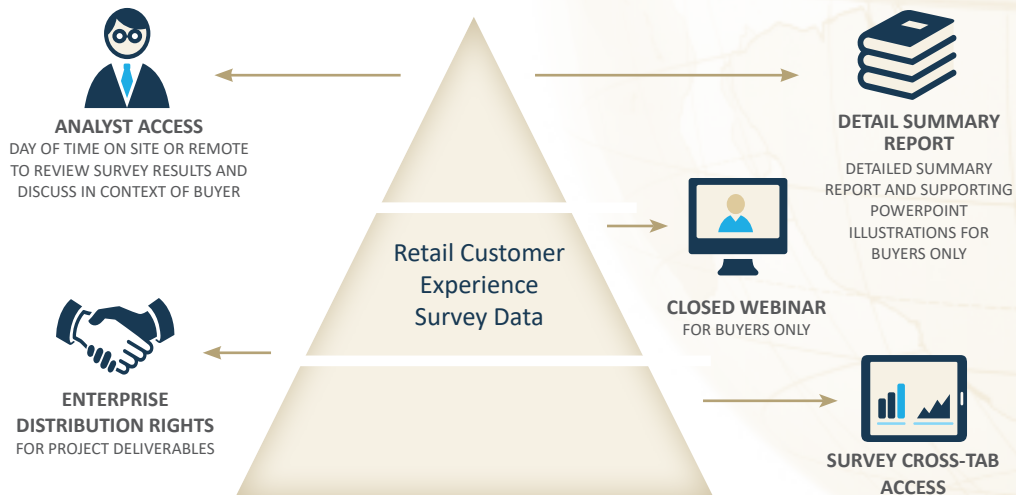
2. Shopper interfaces used and preferred

- Mobile apps, web, voice agents (Siri, Alexa, etc.), text agents (chatbots), in-store
- Frequency of use, preference, selection based on type or size of purchase
- Omnichannel experiences, limitations, and consequences
- Participation in merchant loyalty programs, motivational effects, incremental spend

3. Payment experiences and preferences

- POS, online, in-app
- Preference/use of merchant private label/co-branded credit and debit cards
- Tender type (cash, credit/debit card, e-check), card-on-file, guest checkout
- POS terminal, EMV user experience
- Merchant steering experiences and outcomes
- Perceptions of security by merchant type, tender type, POS/checkout type, trust factors
- Handling of disputes and returns

PROJECT DELIVERABLES



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