

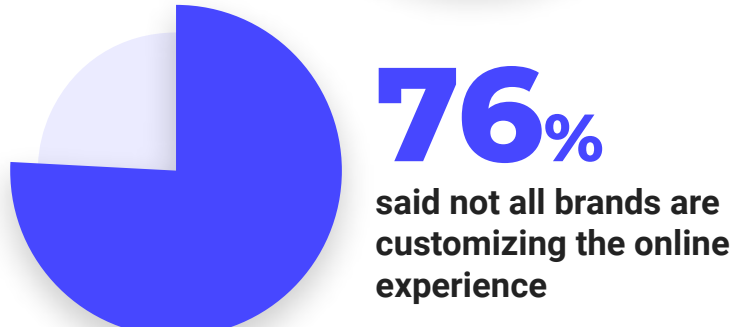
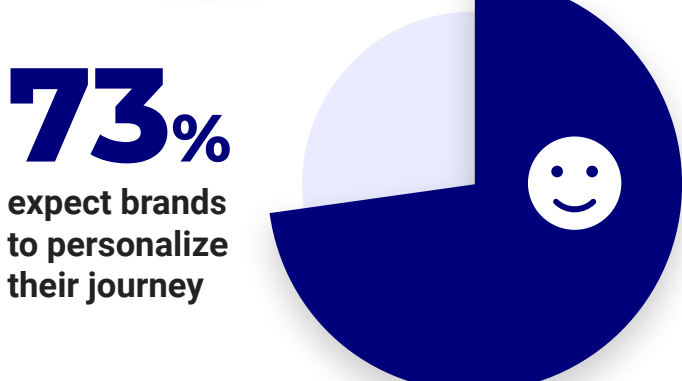
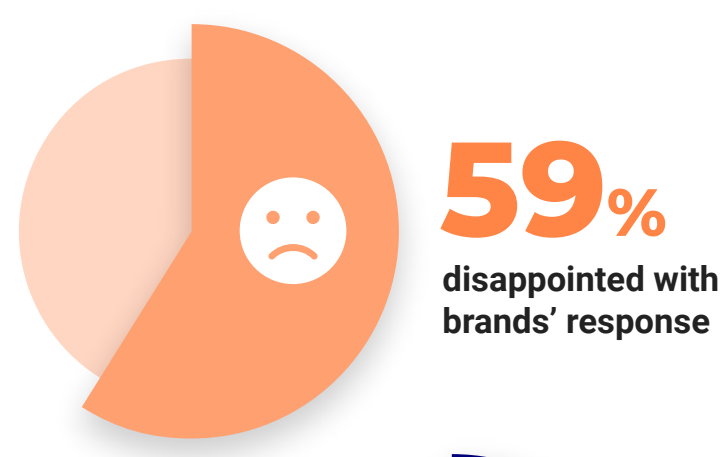
73% OF UK CONSUMERS SAY CURRENT COVID-19 ONLINE EXPERIENCE WILL CHANGE FUTURE SPENDING

Kameleoon and Conversion.com/Go Group Digital commissioned research with 5,128 consumers, split between the United Kingdom, United States, France, Germany and Italy. Around 1,000 consumers were surveyed in each country at the beginning of May 2020.



BRANDS NOT DELIVERING THE REQUIRED PERSONALIZED ONLINE EXPERIENCE

Are UK brands providing the personalized experience you currently need?



Other countries

GLOBAL			
57%		73%	
☹️		😊	
US	FRANCE	GERMANY	ITALY
61%	75%	58%	72%
☹️	😊	☹️	😊

☹️ Disappointed with brands 😊 Expect personalization

LACK OF PERSONALIZATION WILL HIT LOYALTY AND BRAND REVENUES

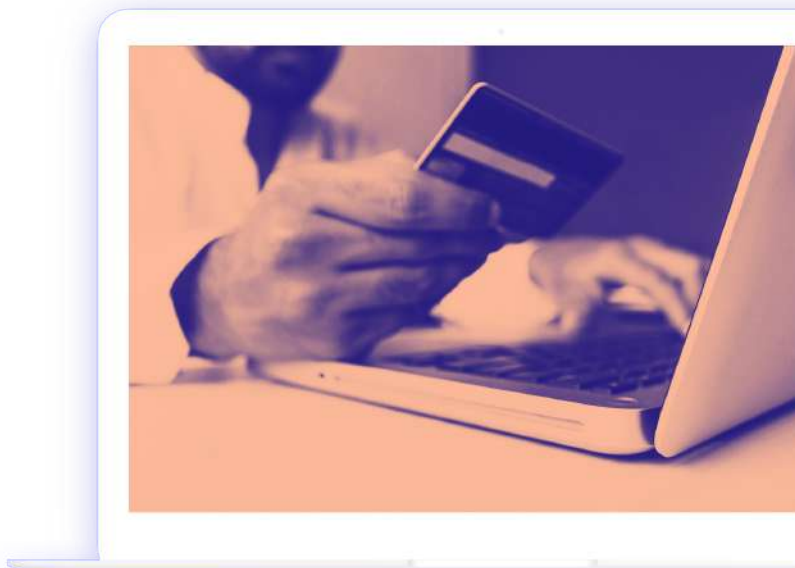
How will the current online experience offered by brands impact your future purchases?



Other countries

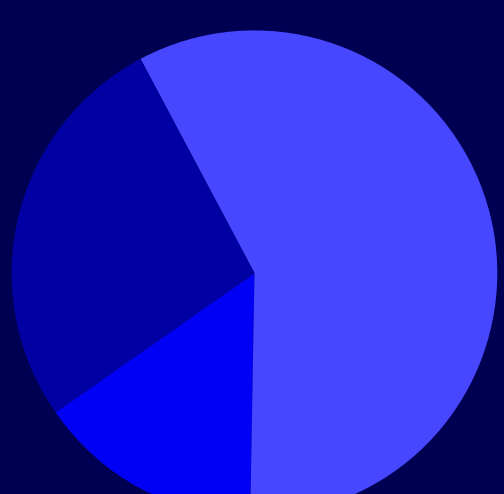
GLOBAL			
67%			
ITALY	US	FRANCE	GERMANY
79%	73%	59%	52%

% say current online experience will impact future purchases



CONSUMERS SWITCHING TO DIGITAL THANKS TO CRISIS

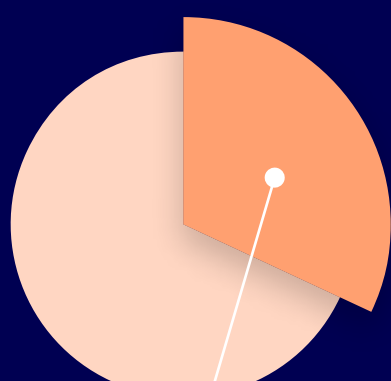
Will you use digital channels more long-term or switch back to offline?



27% Yes
58% I'll use both
15% No, I'll return to offline channels

Other countries

	YES	BOTH	NO
GLOBAL	24%	61%	15%
US	29%	57%	14%
ITALY	28%	63%	9%
FRANCE	22%	61%	17%
GERMANY	16%	65%	19%



32% using digital channels more during the crisis

What activities are you now doing more of online?



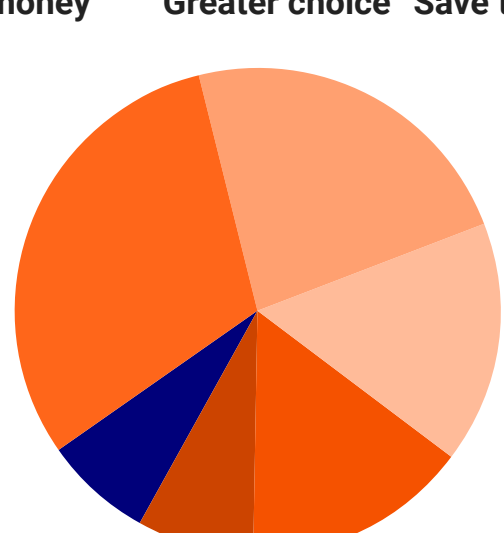
Other countries

GLOBAL			
34%			
ITALY	US	FRANCE	GERMANY
42%	37%	32%	24%

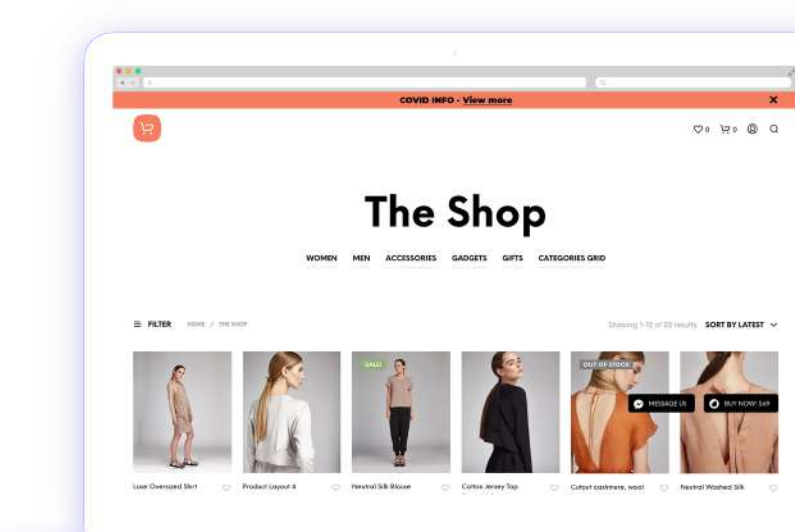
% saying they are spending more time online

WHAT BENEFITS DO YOU SEE FROM DIGITAL CHANNELS?

31% Save money
23% Greater choice
16% Save time



15% Find out more on products
8% Brands can track my personal data
7% Build a closer relationship with brands



Biggest benefit in other countries

GLOBAL			
26% 💰			
US	FRANCE	GERMANY	ITALY
30% 💰	34% ⌚	26% ⌚	26% 💰

💰 Saving money ⌚ Saving time