



The Case for Informative Web Sites

Media Marketers
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Many online researchers buy in-store.

"...some 37% of US online shoppers browse a website but then buy the sought-for product in a store, according to an **e-tailing group** study."

- "Online Shoppers Going Forth, Multiplying" Pub by MarketingCharts.com May 18, 2007
<http://www.marketingcharts.com/interactive/online-shoppers-going-forth-multiplying-417/>

2. Information retains online researchers.

"82% of the shoppers surveyed reported that they were more likely to return to retail websites that were able to provide them with complete product information to do research and make purchases in the future."

- "Online Product Info Sends Shoppers to Stores, Not Just Websites"
Survey via Zoomerang for WebCollage Pub by MarketingCharts.com June 12, 2007
<http://www.marketingcharts.com/interactive/online-product-info-sends-shoppers-to-stores-not-just-websites-631/>
Note: May 2007 survey of "333 respondents age 18+ who shopped online at least once within the last year"

3. Information wins in-store business.

"71% said that they would be more likely to purchase products in the physical store of the retailer whose website they had used to perform product research."

- "Online Product Info Sends Shoppers to Stores, Not Just Websites"
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Note: May 2007 survey of "333 respondents age 18+ who shopped online at least once within the last year" and Marketing Profs.