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MEDIA RELEASE

New study reveals more shoppers prefer multichannel

Salmat Digital shares secrets to multichannel success at Online Retailing Conference

The dramatic growth of smartphone use is playing a vital role in the way retailers are incorporating social media with more traditional channels to form an effective multichannel strategy, according to new research by the Australian Centre for Retail Studies (ACRS) at Monash University.

The ACRS report entitled *Multichannel and Social Media: The State of Play in 2011*, sheds light on how Australian consumers value different channels in terms of their pre-purchase, purchase and after-sales behaviour.

These findings suggest that retailers that engage consumers effectively across multiple channels including new technologies (such as the iPad, smartphone applications and social media) will earn a greater share of their customer's wallet.

In good news for retailers, the research revealed that 58 per cent of Australians are now multichannel shoppers, an increase from 49 per cent in 2010, and they will spend between three and six times more than store-only shoppers.

According to the survey, approximately 48 per cent of Australians purchase online at least once a month, with seven per cent purchasing a product once every week.

The report found email, social media and mobile are amongst the most popular ways retailers communicate with consumers. 55 per cent of Australians have registered to receive emails from retailers and 14 per cent opt in to receive communications via SMS.

Furthermore, 14 per cent of consumers engage with retailers through an iPhone application and an impressive 22 per cent engage with retailers through social media.

Consumer preferences for electronic and clothing/footwear goods revealed the highest multichannel engagement with consumers using up to eight different channels for pre-purchase research to purchase and after sales support.

The ACRS research also found that the multichannel shopping behaviour is typically adopted by younger shoppers, so the trend is expected to increase rapidly in future.

Salmat Digital, the newly formed digital arm of marketing communications company Salmat, will share the secrets to creating successful multichannel strategies with retailers at the Online Retailer Conference in Sydney from 27 -28 September.

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Salmat Digital is at the forefront of multichannel marketing and is transforming the way retailers connect with customers, to help them adapt to these shifting preferences and harness the power of emerging digital channels.

Nick Spooner, CEO Salmat Digital, said, "The ACRS findings further demonstrate the importance of a multichannel strategy – a philosophy that Salmat has held for some time by delivering end-to-end multichannel solutions."

"Today's consumer wants greater choice – and this also means a greater choice of ways to access and engage with a brand or retail environment. This latest ACRS research reveals that by providing choice, multichannel retailers are being rewarded with more long-term, profitable customers, as consumers engaged across multiple channels shop more frequently, spend more and display greater loyalty," Spooner said.

Salmat at Online Retailer 2011

Salmat will be showcasing its multichannel solutions at its 'Digital Convenience Store' as part of the Online Retailing Conference in Sydney from 27 - 28 September.

Daniel Salter from Salmat will be presenting at 3pm Wednesday 28th September on the topic: "The Ultimate Roadmap for Driving Maximum E-Marketing ROI"

To arrange an interview with Nick Spooner CEO Salmat Digital and Dan Salter, please contact:
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About the ACRS

The Australian Centre for Retail Studies (ACRS) within the Department of Marketing at Monash University, provides research driven education and knowledge leadership to those involved in the retail sector.

About Salmat

Salmat is Australia's leading marketing communications company.

Salmat helps businesses find, acquire, grow and retain customers by delivering innovative multichannel communications solutions across an unmatched range of channel options - including:

- Digital: Web development, data analytics, e-commerce, social media, email, SMS, search, mobile, e-solutions, scanning, archiving, Lasoo.com.
- Voice: call centres, speech solutions, voice biometrics.
- Mail: unaddressed mail (catalogues), direct mail.

For more information about the Salmat Group, please visit www.salmat.com.

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