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## MEDIA RELEASE

### Nine Out Of Ten Australians Research Online Then Buy Offline

**Survey confirms that mobile devices such as the iPad will continue to feed consumers' online appetites.**

The increasingly complementary nature of online and offline retailing has been confirmed in a new survey which shows 90 per cent of Australians are likely or very likely to research a purchase online before proceeding to buy the item offline within the next four weeks. When it comes to online purchasing, mobility now appears to be key with just over half of all respondents (51 per cent) stating that they are likely or extremely likely to make a purchase from a mobile device such as an Apple iPad or mobile phone during the next three months.

The survey was conducted this month by Australia's online leading Pre-Shop® portal, Lasoo.com.au and involved more than 180 consumers in gauging attitudes relating to retail purchasing and the use of mobile devices.

The survey also found that media consumption is evolving and few consumers simply watch television any more. The majority of respondents (37 per cent) divide their attention across the television and a smart phone or mobile device. A further 32 per cent watch television while also working with a laptop or ultra portable computer device. Other distractions included desktop computers, game consoles and eReaders such as Kindles and Kobos. Only seven per cent of viewers stated that they focus exclusively on the television. This is good news for advertisers who embrace the iPad and similar devices and present a seamless access for consumers taking action with their marketing messages.

Unsurprisingly, given the May launch, consumer interest in the Apple iPad is particularly high with 43 per cent of respondents planning to purchase such a device. However, retailers should note that although 13 per cent plan to buy within the first month, the majority of respondents (28 per cent) have adopted a more cautious tone and intend to wait until the second generation iPad is released.

"Shoppers have embraced the flexibility that the new generation of mobile devices has given them. While some buying decisions may still entail a visit to a store or browsing through a catalogue, many buyers are now conducting their research online – through multiple devices. This may be during the evening while cooking dinner or watching TV, or while travelling to work on the bus in the morning. The smart retailers recognise this and are building multi-channel marketing programs to capture and motivate these mobile consumers," says Lasoo.com.au CEO, Paul Marshall.

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In April 2010 Lasoo.com.au became the first organisation in Australia to launch a retail application for the Apple iPad, enabling Australian users to search across hundreds of retail catalogues, products, retailers and brands from thousands of outlets. The app has been downloaded more than 1,500 times already. This followed the September 2009 launch of the Lasoo.com.au iPhone app which has been the subject of more than 33,000 downloads and in excess of 750,000 page views.

## **About Lasoo.com.au**

*Lasoo.com.au is a website that allows consumers to search and browse the latest advertised products from most of Australian leading retailers, to help them find what to buy and from where, before going in store.*

*Lasoo is a device agnostic pre-shopping tool that extends the reach and influence of any retail marketing message onto the mobile phone (m.lasoo.com.au) through iPhone and iPad applications, and in search engine marketing, through social networks, user-generated social shopping and any display ad network.*

*Lasoo is a division of Salmat Ltd (SLM), a top 300 ASX-listed business with over 30 years of experience in distributing retailers' promotional material directly to consumers. Salmat has an existing long-standing relationship with both retailers and shoppers.*

*Lasoo is part of a wider range of digital services from Salmat designed to allow retailers to harness the advertising power of the internet. This includes Dynamic Catalogue, a fully managed and hosted catalogue solution for retailers' websites, making it searchable, browsable, fast loading, discoverable and actionable. Dynamic Catalogue is the leading catalogue viewing technology in Australia.*

*The Lasoo iPad App is now available from the App Store <<http://itunes.apple.com/au/app/lasoo-for-ipad/id370842201?mt=8>>.*

*Images are available for download <<http://www.salmatdigitalforce.com.au/index.php/image-library>>.*

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