



Numerator

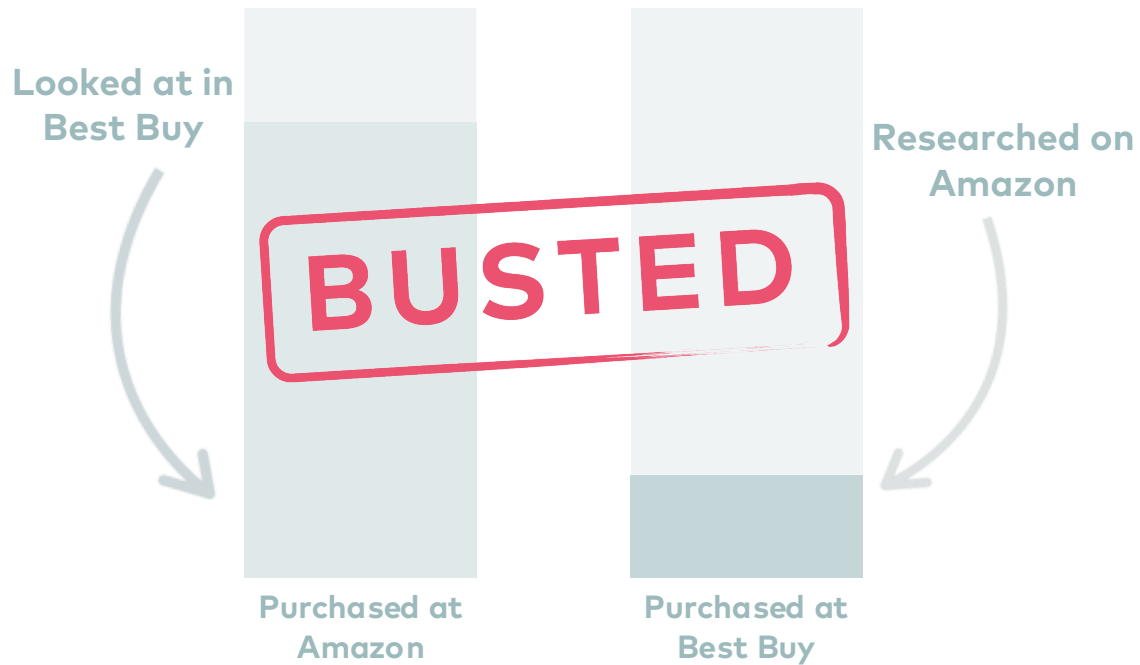
MYTHBUSTERS

"Best Buy is Amazon's showroom."

February 2020

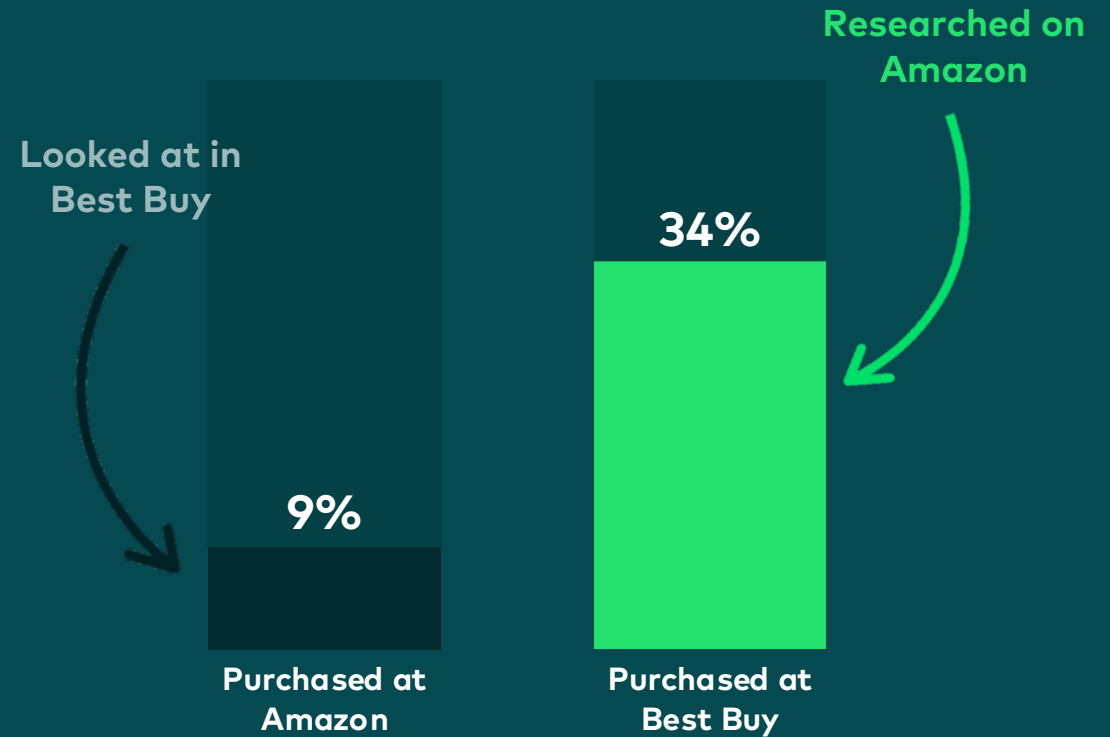
MYTH

"Best Buy is Amazon's showroom."



TRUTH

Amazon is Best Buy's search engine.

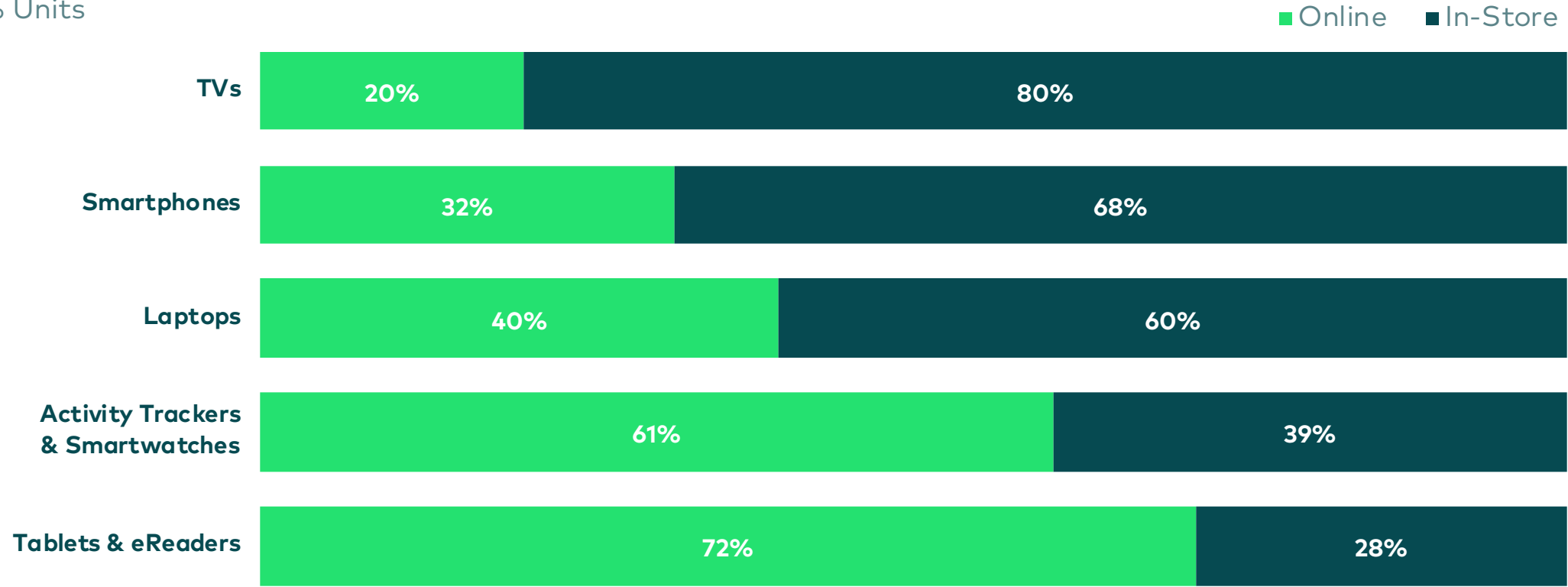


Across categories, most consumer electronics purchases are still made in-store.

But even when sales happens in-store, an online presence is important to the buyer's journey.

Units Sold by Channel

% Units

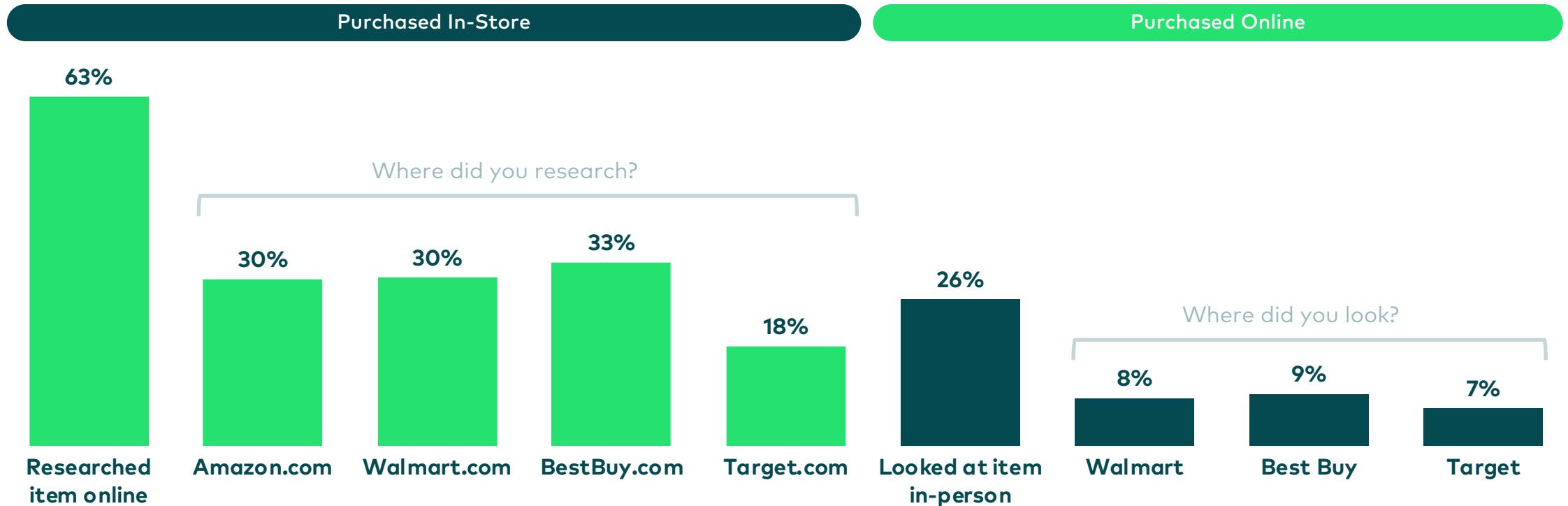


63% of in-store consumer electronics buyers researched their purchase online beforehand.

Conversely, only 26% of those who purchased online saw the item in-person before buying.

Online + Offline Research Crossover

% of buyer group

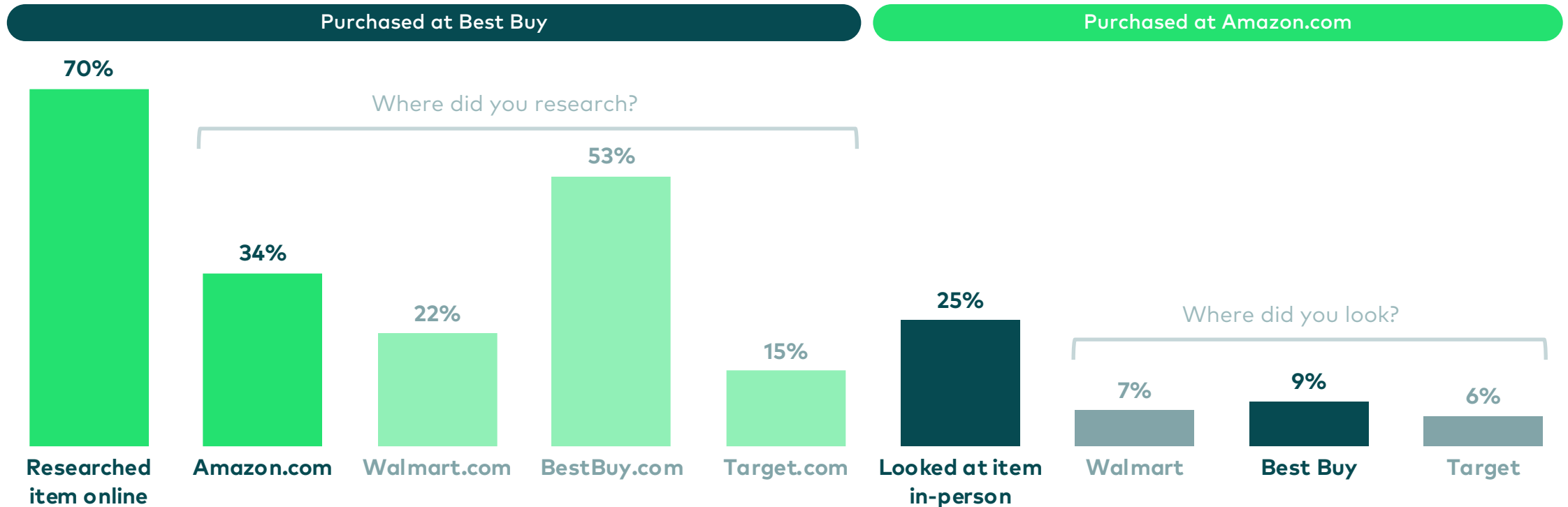


This trend was even more apparent among Best Buy and Amazon shoppers.

While 70% of Best Buy shoppers researched online, only 25% of Amazon shoppers looked in-store.

Online + Offline Research Crossover

% buyers

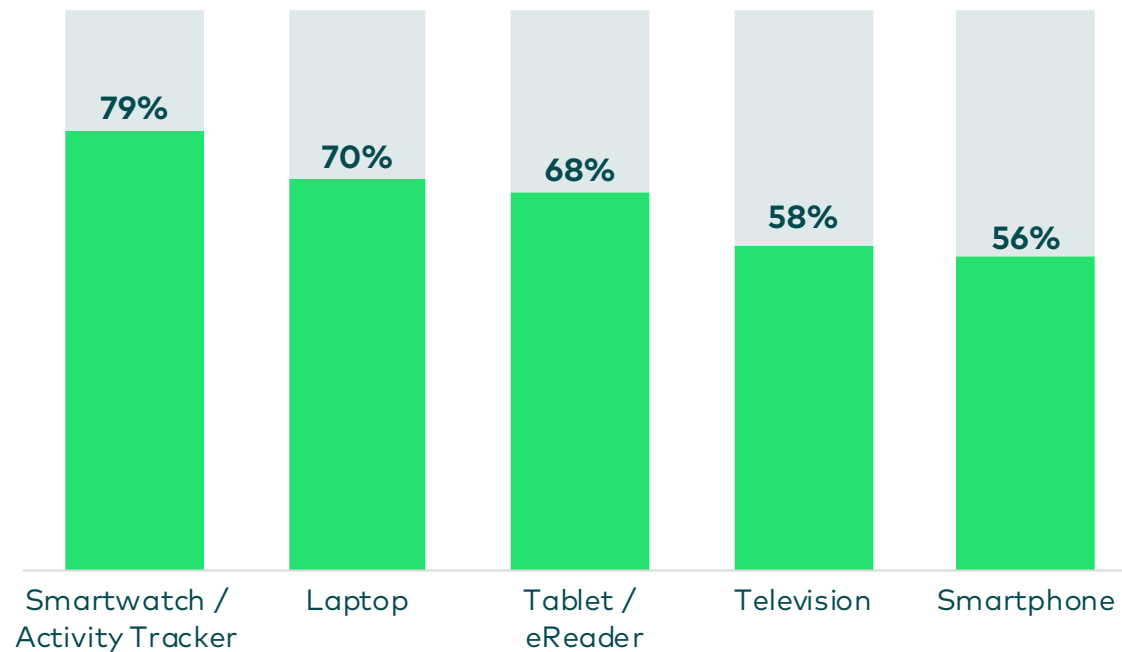


In-store buyers were far more likely to do online research across all consumer electronics categories.

Smartwatches were the most likely to be researched online and bought in-store, while smartphones were the most likely to be viewed in-store and purchased online.

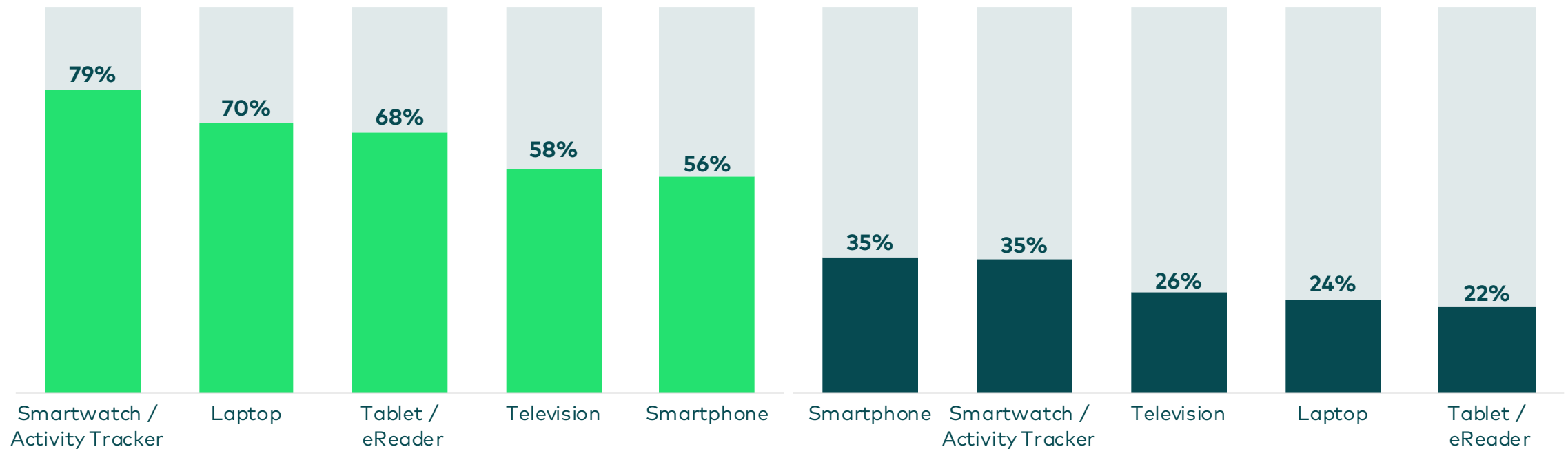
Offline Buyers

% of category buyers researching online



Online Buyers

% of category buyers viewing in-store

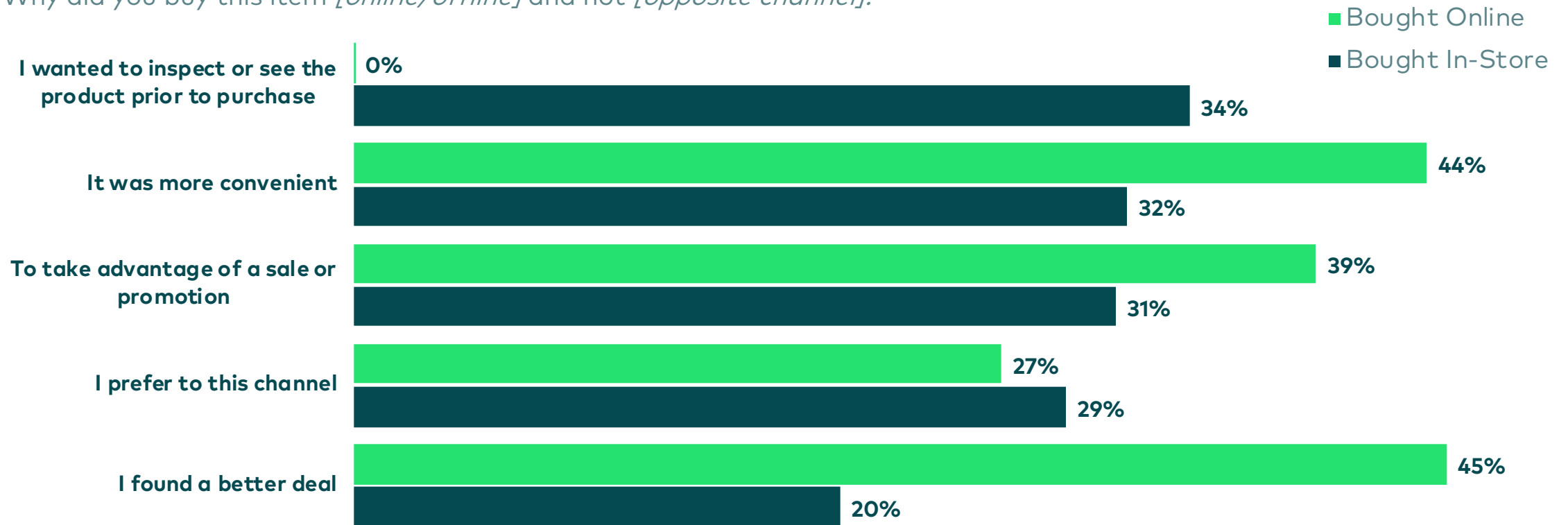


Online purchase drivers were primarily tied to deals, promotions and convenience.

In-store purchases were driven by a desire to see the product in person and a general preference.

Online + Offline Purchase Drivers

Why did you buy this item *[online/offline]* and not *[opposite channel]*?



Best Buy **is not** Amazon's showroom

...In fact, consumer electronics buyers are far more likely to **research online and buy in-store** than vice-versa.

Questions we can help to answer:

- How does my online presence compare to my competitors'?
- What is the best way for me to reach potential consumers and enter their consideration sets?
- Where are shoppers buying my brand and are they satisfied with their experience?

Any other myths you want us to bust?
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