

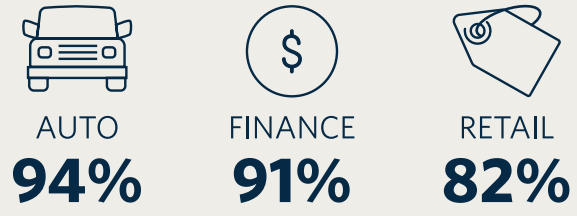
Home

IS AT THE OF
COMMERCE MARKETING

IMPORTANT PURCHASE DISCUSSIONS & DECISIONS ARE MADE AT HOME

88% **OF KEY PURCHASE DECISIONS INVOLVE THE HOME¹**

By Category:

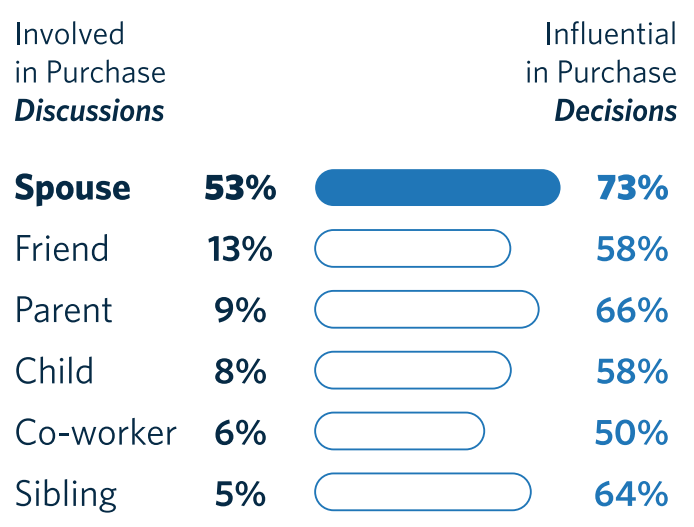


89% **OF KEY PURCHASE DECISIONS ARE PRE-PLANNED AND DISCUSSED WITH OTHERS**

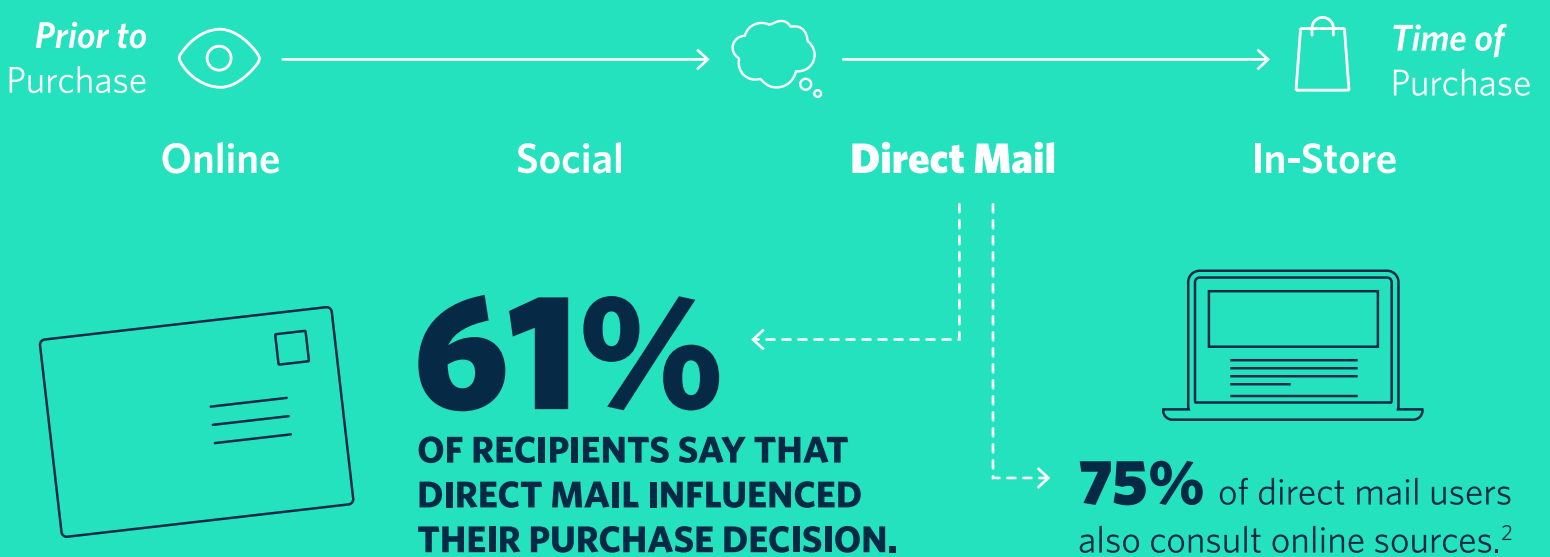
Those that discuss purchases with their family/friends are more likely to:

- Plan Ahead
- Purchase In-store
- Engage with Direct Mail

INDIVIDUALS SHOP, COUPLES BUY
Shoppers are most likely to discuss purchases with their spouse. Spouses also have the greatest influence on purchase decisions.



DIRECT MAIL DRIVES CONSIDERATION



CONSUMERS ARE MORE LIKELY TO KEEP & DISCUSS MAIL THAT IS OF INTEREST TO THEM

SHOPPERS DISCUSS RELEVANT MAIL

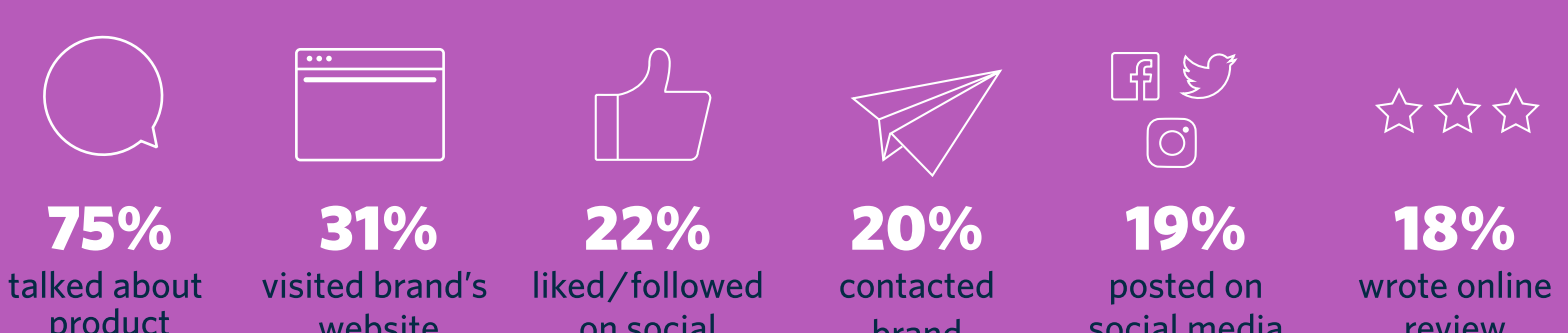
- 76%** from a brand/retailer purchased from in the past
- 66%** a new brand/retailer don't know but is in a category of interest
- 54%** a brand haven't purchased but know

SHOPPERS IMMEDIATELY TOSS IRRELEVANT MAIL

68% from a brand haven't heard of, in categories not interested in.

DIRECT MAIL SHOPPERS ARE HIGHLY ENGAGED (THEY SPEND MORE, RESEARCH MORE, AND EVANGELIZE MORE)

ACTIONS TAKEN AFTER PURCHASING



CONDUCTED BY MURPHY RESEARCH, OCTOBER/NOVEMBER 2018

Methodology: 20-minute online quantitative survey with n=3,250 consumers, 1,500 of whom had recently purchased in the retail category, 1000 in the financial services category and 750 in the automotive category.

¹The decision to purchase is made at home, or discussed with others within the home.

²Online sources are often consulted first and are used to compare products, look at reviews, and gather pricing information, with direct mail used closer to the time of purchase.

About PebblePost®

PebblePost is the leading digital-to-direct mail marketing platform. We capture online interest and intent data to send relevant direct mail that activates buying decisions at home and drives conversions everywhere. We invented Programmatic Direct Mail® to help brands convert more shoppers into buyers using advanced targeting, algorithmic optimization, attribution and quantitative analysis. PebblePost is a venture-backed company based in NYC.