

# REDEFINING RETAIL DEFINING SOCIAL SHOPPING

Shopping has always been social—and as consumers’ social network and activity expands, so do opportunities for product discovery and purchase influence. Hearst Digital Media in partnership with iCrossing conducted a three-tiered survey to better understand what social shopping means to consumers and the role social plays with regard to shopping behavior.

## STUDY DESIGN

Consumers selected the category they are most passionate about: beauty, fashion, home, or food & beverage. Then they noted their participation in social activities within this category and indicated which activities were most important to them.

## BEHAVIORS AND ROLES

Understanding consumer social shopping preferences, the role they play, and how importance differs by product category will help marketers and retailers reach consumers in meaningful ways.

There are four key social shopping behaviors, each playing a unique role in purchase decisions.

### 1 Purchase Confidence

#### ENSURING A SMART PURCHASE

- Reading reviews
- Recommendations from friends and family
- Coupons/discounts

### 2 Deal Discovery

#### GETTING THE BEST DEAL

- Coupons/discounts
- Price comparisons
- Recommendations from friends and family

### 3 Community Engagement

#### EXPANDING THE NETWORK OF TRUST

- Forwarding emails
- Product reviews and Facebook “likes”
- Shopping with friends

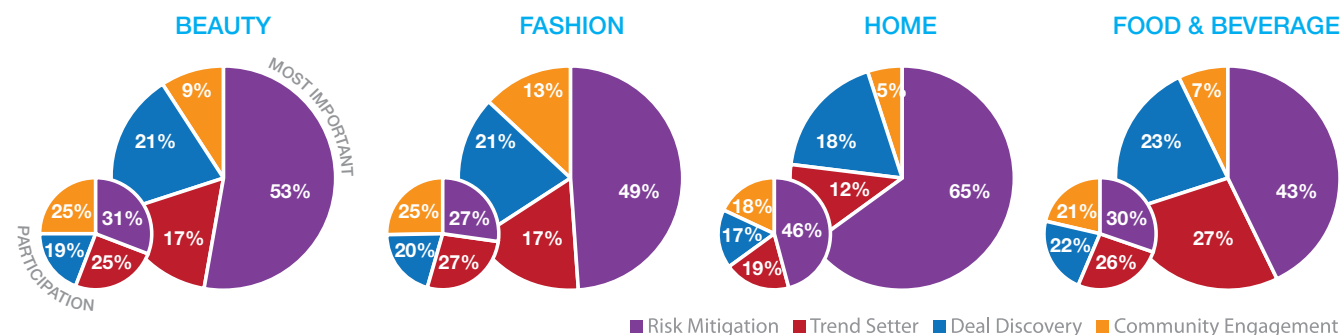
### 4 Trendsetter Status

#### OBTAINING “IN THE KNOW” STATUS

- Forwarding deals and information
- Writing reviews and sharing opinions
- “Liking” a brand on Facebook
- Participating in online forums

## BEHAVIOR BY CATEGORY

How consumers participate—and what matters most to them—varies by category.



## KEY TAKEAWAYS

- Everyone wants to share and be part of a community (96% use social channels as part of their shopping process)—that’s what makes it social shopping
- Know your audience and what matters to them most:
  - Connecting with community (engagement, ways to share)
  - Trendsetter (writing reviews, exclusives)
  - Purchase confidence (reviews, strong website)
  - Deals (exclusives, promotion)
- Consumers use a mix of new and traditional media to learn about new products:
  - Magazines, visiting stores, friends and family
  - Brand and editorial websites
  - Social shopping sites and social networks

## OPPORTUNITIES

Leverage a powerful online portfolio of 24 brands with 21 million unique visitors and growing with magazine sites like Cosmopolitan, Seventeen, and Esquire, social media properties, and digital destinations.

Ranked in the top 10 for women, men, and teens with reach against key categories, including beauty & fashion, home, food, and green—Hearst Digital Media provides the content and context for today’s must-reach consumers.

### 1 Purchase Confidence

#### ENSURING A SMART PURCHASE

- **Virtual Makeover Tools:** Consumers can try, buy, and share results of new beauty looks across sites like Real Beauty, Cosmopolitan, and Marie Claire
- **Best Bars** on Esquire, **Paint Finder** on House Beautiful, and an **Augmented Reality** dressing room on Seventeen
- **Expert Advice Gallery:** Tips from editors and brands—from home makeovers on House Beautiful to style advice on Redbook
- **Flipbook & Blog Post:** Branded content with the look and feel of editorial

### 2 Deal Discovery

#### GETTING THE BEST PRICE

- **Kaboodle Sales & Stores:** Daily, weekly, and ongoing deals
- **Emails and Newsletters** that keep 25 million users informed of product launches, exclusives, and deals
- **Advanced Targeting:** The right message to consumers with purchase intent

### 3 Community Engagement

#### EXPANDING THE NETWORK OF TRUST

- **Brand Communities** on and off the platform, including Cosmopolitan’s 800,000 Facebook fans, Marie Claire’s 300,000 Twitter followers, and Seventeen’s 50 million monthly video plays on YouTube
- **Beauty Circles:** Real Beauty’s Q&A platform to give and get advice from experts and peers
- **Real Beauties:** Editorial “how-to” video challenges on Real Beauty
- **Kaboodle Wishlists & Styleboards:** Users sharing, commenting, and curating products

### 4 Trendsetter Status

#### OBTAINING “IN THE KNOW” STATUS

- **Sharable Content:** Visual and video assets that are portable to blogs, social sites, and an advertiser’s site
- **Tastemaker Access:** Creating word-of-mouth on and off the network via The Insiders panel, Kaboodle’s K-List, and social ambassadors
- **Custom Boutique:** Integrating a pop-up shop into the framework of a Hearst site
- **Social Toolbar:** Socializing content and ad experiences across the network