

# The Connected Customer

*Maximising the Benefits of Performance Marketing to Reach Canadian Consumers*



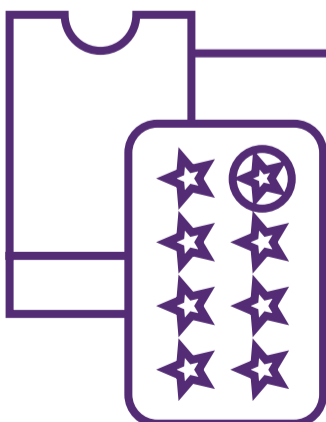
**Nearly 90% of all purchases are completed in a store** (regardless of where they are ordered or paid for, i.e. online or instore)

Canadian consumers visited **three digital channels** on average before buying, and are significantly more likely to visit a **ratings & review website (33%)** or **social network (31%)\***



**61% of Canadian consumers** conducted at least one online shopping activity prior to purchase instore

**64%** of Canadian consumers said relevant marketing is very important to them



**59%** collected or used loyalty points or vouchers within two weeks of taking the survey

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