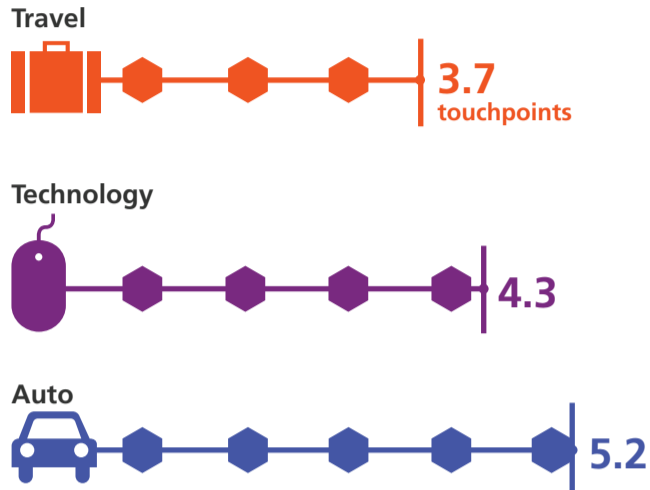


Mastering multi-modal touchpoints

The key to navigating the connected world successfully lies in thinking beyond a traditional siloed approach to touchpoints. Successful brands portray a coherent, but tailored message and experience across the touchpoints that matter most.

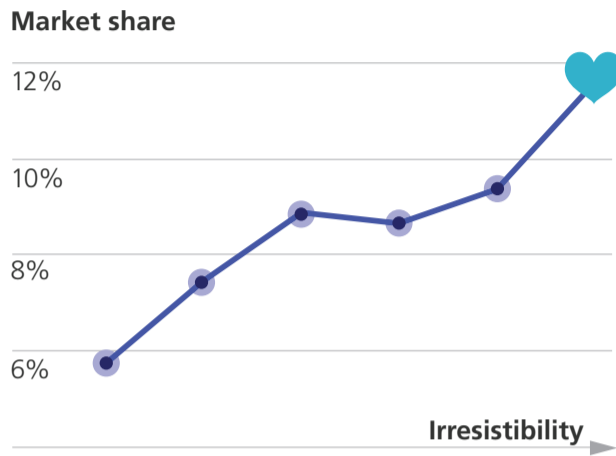
Multiple touchpoints

On average, people use **4 different touchpoints** before making a purchase, presenting multiple opportunities to persuade.



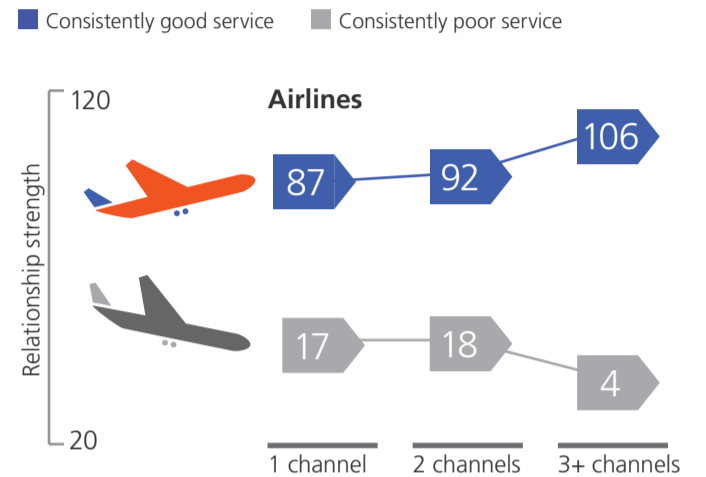
Building equity

Irresistible brands communicate coherently across touchpoints. And truly irresistible ones enjoy twice the market share of their competitors.



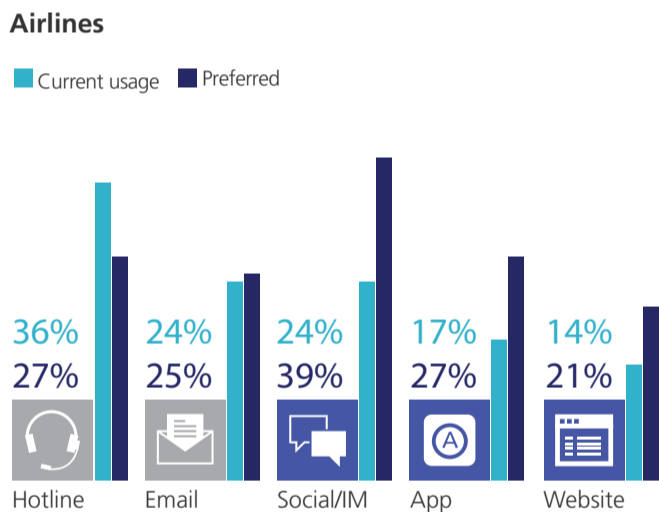
And customer relationships

Consistently good service across multiple channels is rewarded with strong loyalty... while poor performance threatens relationships.



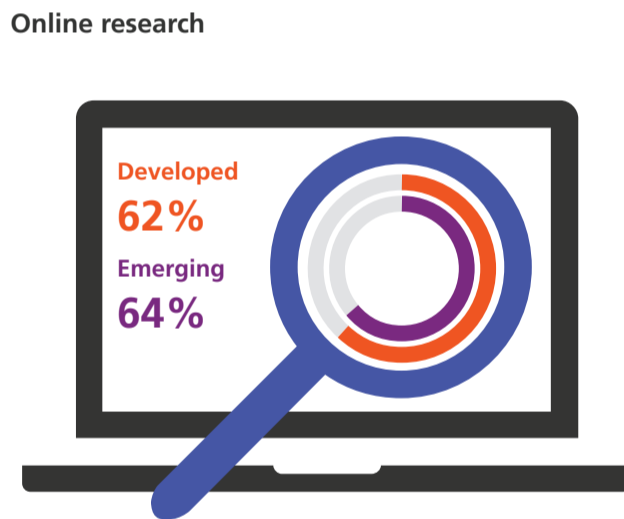
New service channels

Digital channels are taking a strong position next to more **traditional ones**. And they're destined to become more dominant.



Decisions on the move

Decision-making is moving out of store. Almost two thirds of product research is now online.



Mobile drives eCommerce growth



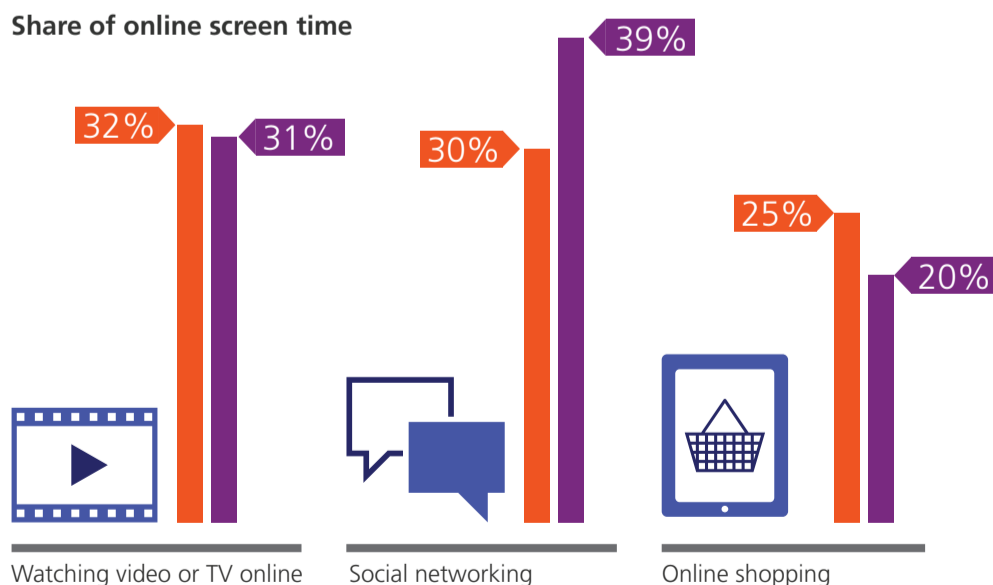
A great opportunity to target shoppers pre-store before decisions are made.

Integrate social

Developed markets (orange)
Emerging markets (purple)

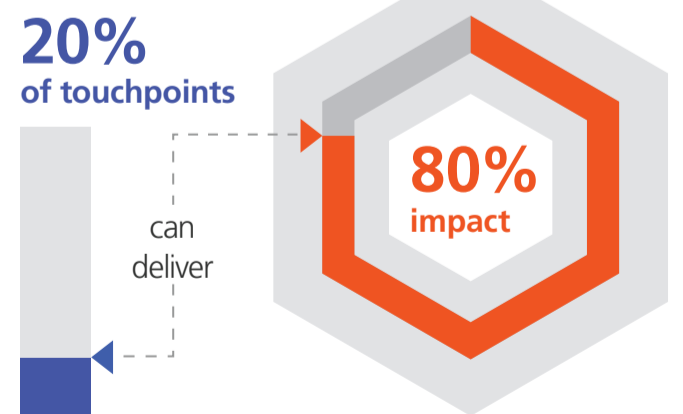
Social eclipses all other media in emerging markets when it comes to time spent online.

To engage with consumers, social needs to be an essential component of your strategy.



Getting it right

Our research shows that:



The key to navigating the connected world lies in identifying and focusing on these one in five touchpoints.

Connected Life provides the most comprehensive view of the connected consumer, reaching 60,500 people across 50 countries. To find out visit tnglobal.com/touchpoints.

Source: TNS's Connected Life study, Consumer Insight surveys, databases and development projects.