



# 29%

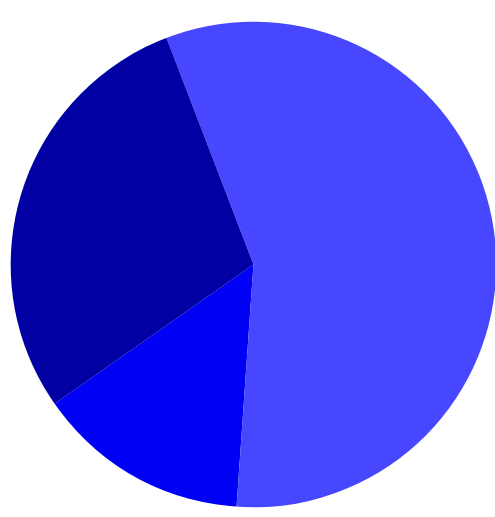
## OF U.S. CONSUMERS WILL INCREASE LONG-TERM USE OF DIGITAL CHANNELS DUE TO COVID-19 CRISIS

Kameleoon and Widerfunnel/Go Group Digital commissioned research with 5,128 consumers, split between the United States, United Kingdom, France, Germany and Italy. Around 1,000 consumers were surveyed in each country at the beginning of May 2020.



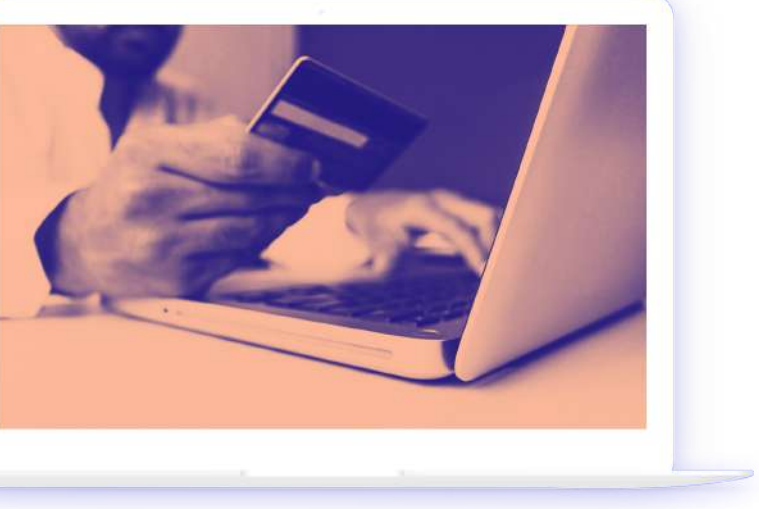
### CONSUMERS SWITCHING TO DIGITAL THANKS TO CRISIS

Will you use digital channels more long-term or switch back to offline?



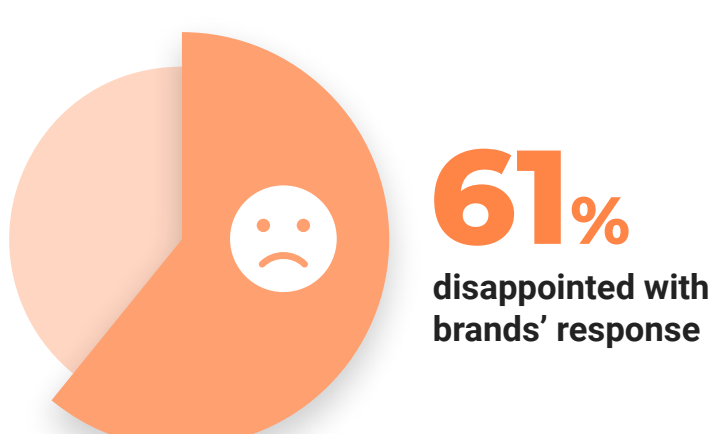
#### Other countries

|         | YES | BOTH | NO  |
|---------|-----|------|-----|
| GLOBAL  | 24% | 61%  | 15% |
| ITALY   | 28% | 63%  | 9%  |
| UK      | 27% | 58%  | 15% |
| FRANCE  | 22% | 61%  | 17% |
| GERMANY | 16% | 65%  | 19% |

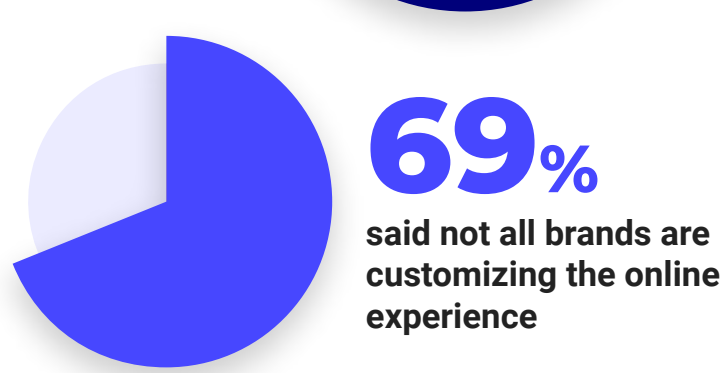
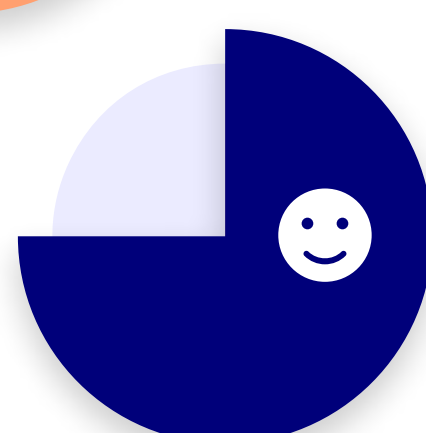


### BRANDS NOT DELIVERING THE REQUIRED PERSONALIZED ONLINE EXPERIENCE

Are US brands providing the personalized experience you currently need?



75% expect brands to personalize their journey



#### Other countries

| GLOBAL |        |         |       |
|--------|--------|---------|-------|
| 57%    |        | 73%     |       |
| ☹️     |        | 😊       |       |
| UK     | FRANCE | GERMANY | ITALY |
| 59%    | 73%    | 54%     | 63%   |
| ☹️     | 😊      | ☹️      | 😊     |
| 54%    | 82%    | 54%     | 82%   |
| ☹️     | 😊      | ☹️      | 😊     |

☹️ Disappointed with brands    😊 Expect personalization

### LACK OF PERSONALIZATION WILL HIT LOYALTY AND BRAND REVENUES

How will the current online experience offered by brands impact your future purchases?

IT WILL CHANGE MY BEHAVIOR **+73%**

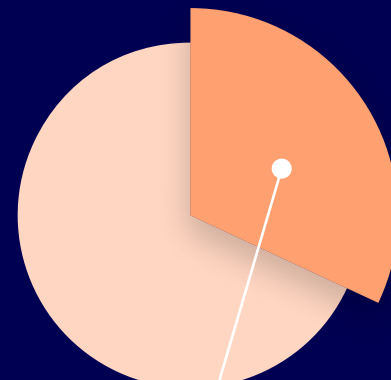
I WILL BUY LESS/SWITCH FROM BRANDS THAT OFFERED A POOR ONLINE EXPERIENCE **+42%**

I WILL BUY MORE/SWITCH TO BRANDS THAT OFFERED A STRONG ONLINE EXPERIENCE **+31%**

#### Other countries

| GLOBAL |     |        |         |
|--------|-----|--------|---------|
| 67%    |     |        |         |
| ITALY  | UK  | FRANCE | GERMANY |
| 79%    | 73% | 59%    | 52%     |

% say current online experience will impact future purchases



37% using digital channels more during the crisis

What activities are you now doing more of online?

WATCHING/LISTENING MORE TO STREAMING ENTERTAINMENT **56%**

READING MORE NEWS ONLINE **47%**

ACCESSING BANKING/FINANCIAL SERVICES ONLINE **38%**

TAKING ONLINE CLASSES **34%**

MEDICAL CONSULTATIONS **27%**

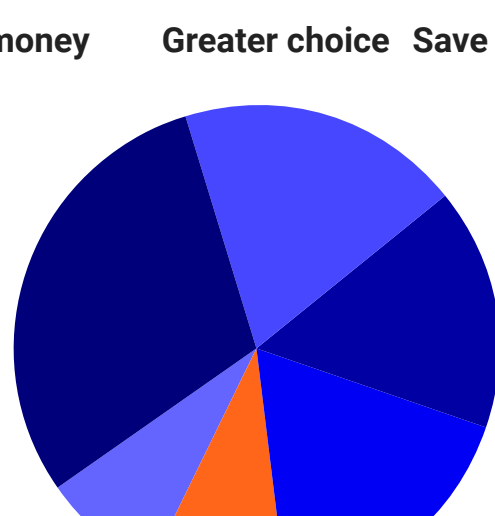
#### Other countries

| GLOBAL |     |        |         |
|--------|-----|--------|---------|
| 34%    |     |        |         |
| ITALY  | UK  | FRANCE | GERMANY |
| 42%    | 32% | 32%    | 24%     |

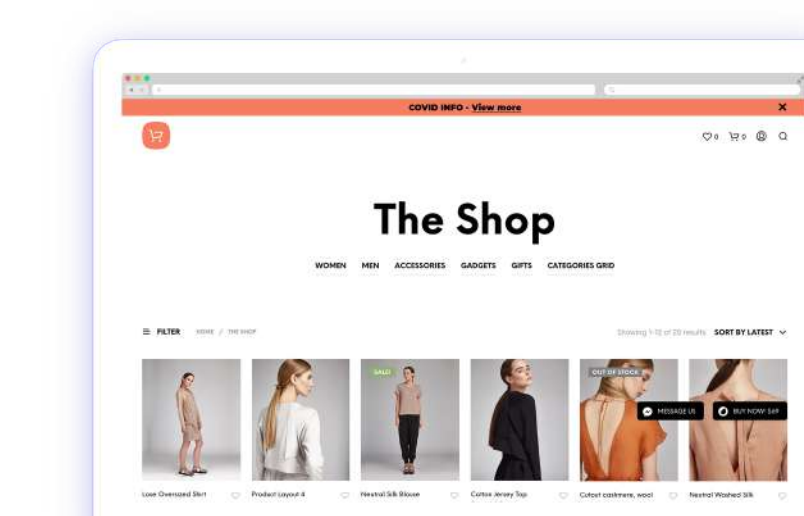
% saying they are spending more time online

### WHAT BENEFITS DO YOU SEE FROM DIGITAL CHANNELS?

30% Save money    19% Greater choice    16% Save time



18% Find out more on products    9% Brands can track my personal data    8% Build a closer relationship with brands



#### Biggest benefit in other countries

| GLOBAL |        |         |       |
|--------|--------|---------|-------|
| 26% 💰  |        |         |       |
| UK     | FRANCE | GERMANY | ITALY |
| 31% 💰  | 34% ⌚  | 26% ⌚   | 26% 💰 |

💰 Saving money    ⌚ Saving time



www.kameleoon.com

Kameleoon is an AI-driven personalization and A/B testing platform for digital product owners and marketers who want to increase conversions and drive exponential online revenue growth.