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## Answering the Multi-Channel Shopper's Call

17 September 2003

The e-tailing group reviewed the Web sites of 25 US merchants with some sort of back-to-school product focus and found that a whopping 85% offer in-store return options, but just 33% feature in-store pick-up of products.

### US Back-to-School Merchant Web Sites Promoting In-Store Returns and Pick-ups, August 2003 (as a % of merchants reviewed)

Offered in-store returns	85%
Offered in-store pick-ups	33%

Note: n=20 merchant Web sites with a store channel. All merchants reviewed were identified as selling the most relevant back-to-school product categories  
Source: the e-tailing group, August 2003

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The study also determined that of the 20 sites that also had brick-and-mortar store locations, only one-half featured signs or indicators within the store promoting the Web site. Of those stores, 50% posted the URL on the store's main door, whereas just 25% had it printed on shopping bags.

### In-Store Promotion US Back-to-School Merchants Offer on Their Web Sites, August 2003 (as a % of merchants reviewed)

URL printed on store receipt	63%
URL posted on main door	50%
URL promoted at cash wrap	38%
URL printed on shopping bags	25%

Note: n=20 merchant Web sites with a store channel. All merchants reviewed were identified as selling the most relevant back-to-school product categories  
Source: the e-tailing group, August 2003

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Multi-channel marketing is becoming increasingly important. Dieringer Research Group recently quantified the amount US consumers are spending offline, in stores or catalogs, as a result of researching products and services online, coming up with a total \$137.6 billion over the past year.

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**Internet-Influenced Offline Spending and Direct Online Spending among US Consumers, 2003 (in billions)**

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<b>Internet-influenced offline spending</b>	<b>\$137.6</b>
<b>Direct online spending</b>	<b>\$93.1</b>

*Note: based on consumer self-reports of their spending in the 12 months prior to the survey*

*Source: The Dieringer Research Group, September 2003*

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For in-depth coverage of the latest online advertising formats and how to successfully incorporate them into your next campaign, read eMarketer's *Online Advertising Tactics* report.

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