

# The Path to Online Purchase: Understanding the Consumer - US - December 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The path to online purchase lives in a blended state of online and offline experiences. eCommerce offers an opportunity for retailers to connect with consumers beyond convenience and competitive price offerings."

**-Katie Yackey, eCommerce Analyst**

This report looks at the following areas:

- **Pave a clear avenue for buying**
- **Each step is an opportunity to engage with consumers**
- **A personalized journey empowers consumers' decisions to buy**

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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