79% of smartphone owners are ‘smartphone shoppers’

84% of these shoppers use their phone to help shop while in a store

15 minutes is the average time smartphone shoppers use their phones in-store

Shoppers who use mobile more, buy more

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Basket Size</th>
<th>Median Basket Size</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Beauty</td>
<td>$30</td>
<td>$45</td>
<td>+50%</td>
</tr>
<tr>
<td>Appliances</td>
<td>$250</td>
<td>$350</td>
<td>+40%</td>
</tr>
</tbody>
</table>

Consumers choose search as their #1 in-store resource to help make purchase decisions

82% Search Engine

62% Store Websites
50% Brand Websites

Smartphone Shoppers
Frequent Smartphone Shoppers

Appliances 97%
Grocery 89%
Baby Care 87%
Electronics 87%
Household Care 86%
Health & Beauty 81%
Apparel 80%

84%

Google Shopper Marketing Council