



**Shopper
Expectations**

UPS Pulse of the Online Shopper™

European Study

This infographic contains selected insights from the UPS Europe 2017 Pulse of the Online Shopper study which evaluates consumer shopping habits from pre-purchase to post-delivery. The 2017 study was fielded in Q3 2017 and is based on a comScore survey of 6,478 online shoppers from France, Germany, Italy, Poland, Spain and the U.K. Respondents made at least two online purchases in a typical three-month period.



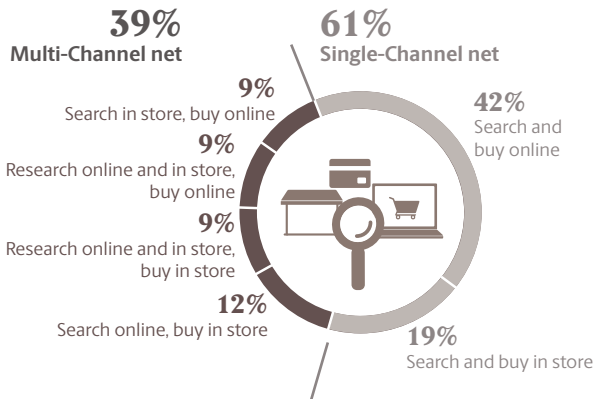
UPS Europe Pulse of the Online Shopper Study 2017

To succeed in today's dynamic retail market, businesses are compelled to understand consumer expectations, shopping behaviours and channel preferences at every stage of the customer journey. The study reveals that convenience often drives decisions, while relevant and transparent information seals the purchase.

1 Search and purchasing dynamics



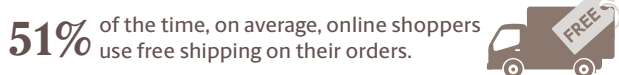
Purchase method (% of purchases)



3 Understanding delivery needs



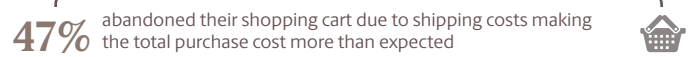
When purchasing from domestic retailers



The study, fielded by comScore in Q3 2017, is based on the input of 6,478 qualified comScore panelists who made at least two online purchases in a typical three-month period.

2 Expectations at checkout

Importance of options when checking out online (TOP 4)



THE MAJORITY (88%) OF SHOPPERS TAKE AN ACTION TO QUALIFY FOR FREE SHIPPING, TOP ACTIONS INCLUDE:



4 Getting returns right

Top elements of a positive return experience



To download the 2017 UPS Europe Pulse of the Online Shopper™ study, visit ups.com