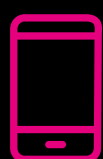


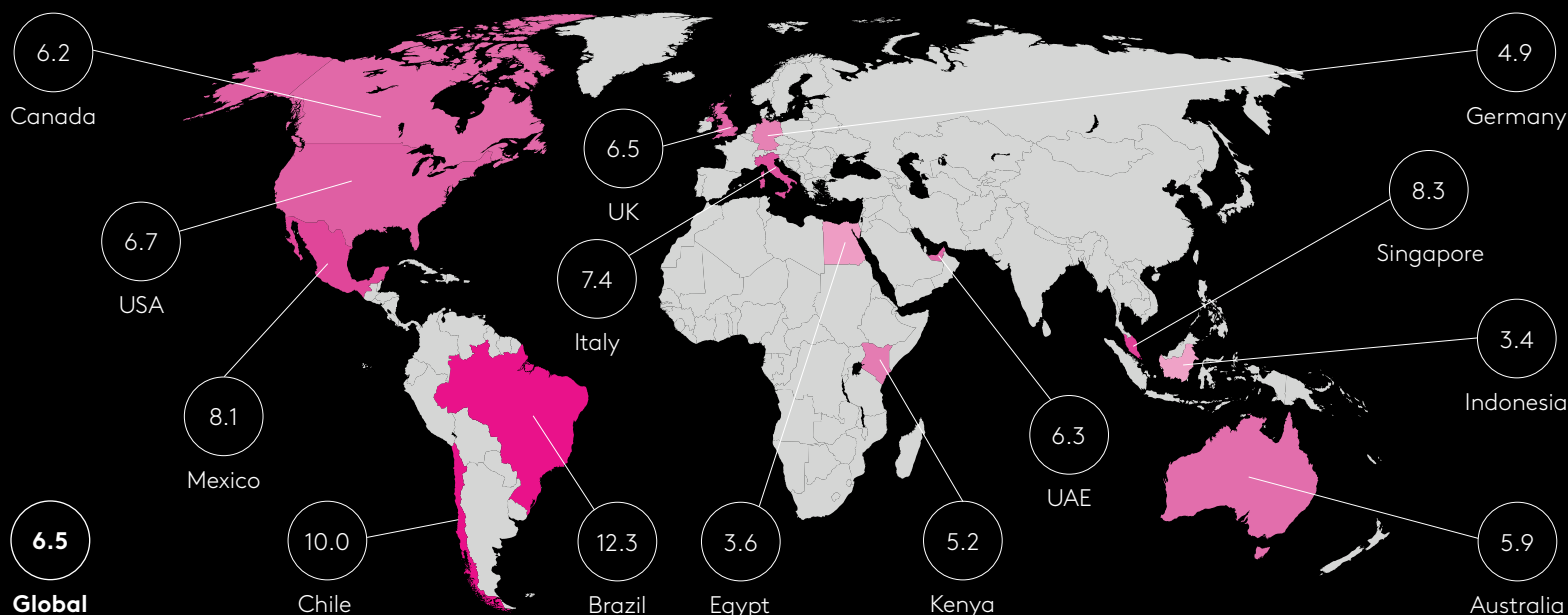
IN 2017, MARKETERS MUST TACKLE THE CHALLENGE OF INCONSISTENT BRAND EXPERIENCES IN A CONNECTED WORLD



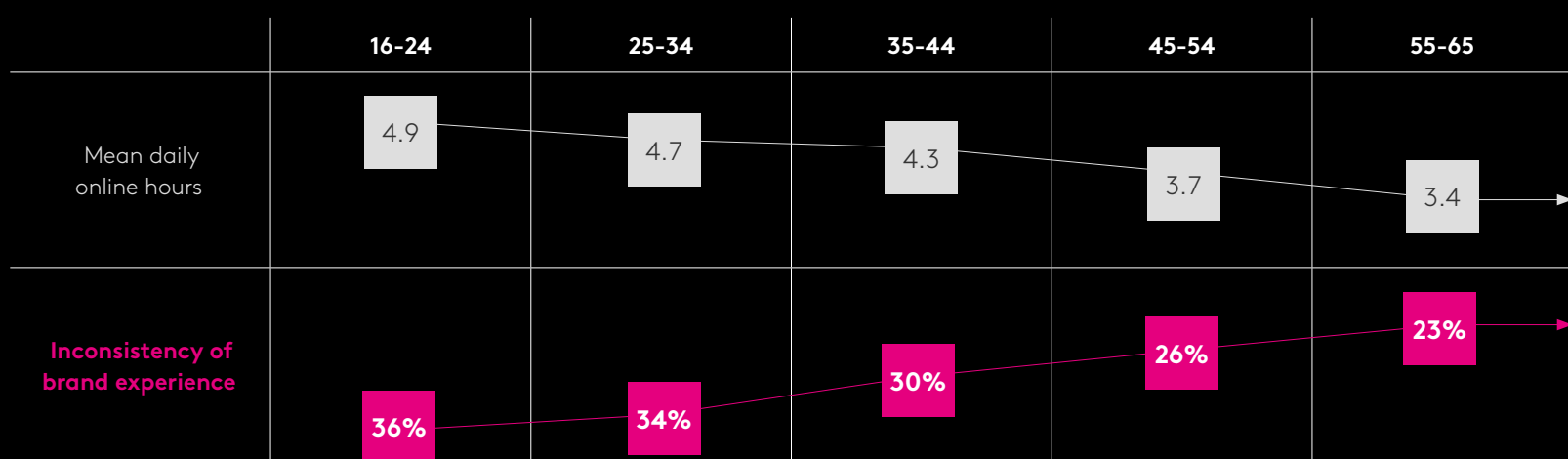
88% of internet users globally own a smartphone

CONNECTIVITY CONTINUES TO BRING MORE AND MORE ACTIVITIES ONLINE

Average number of daily online activities:



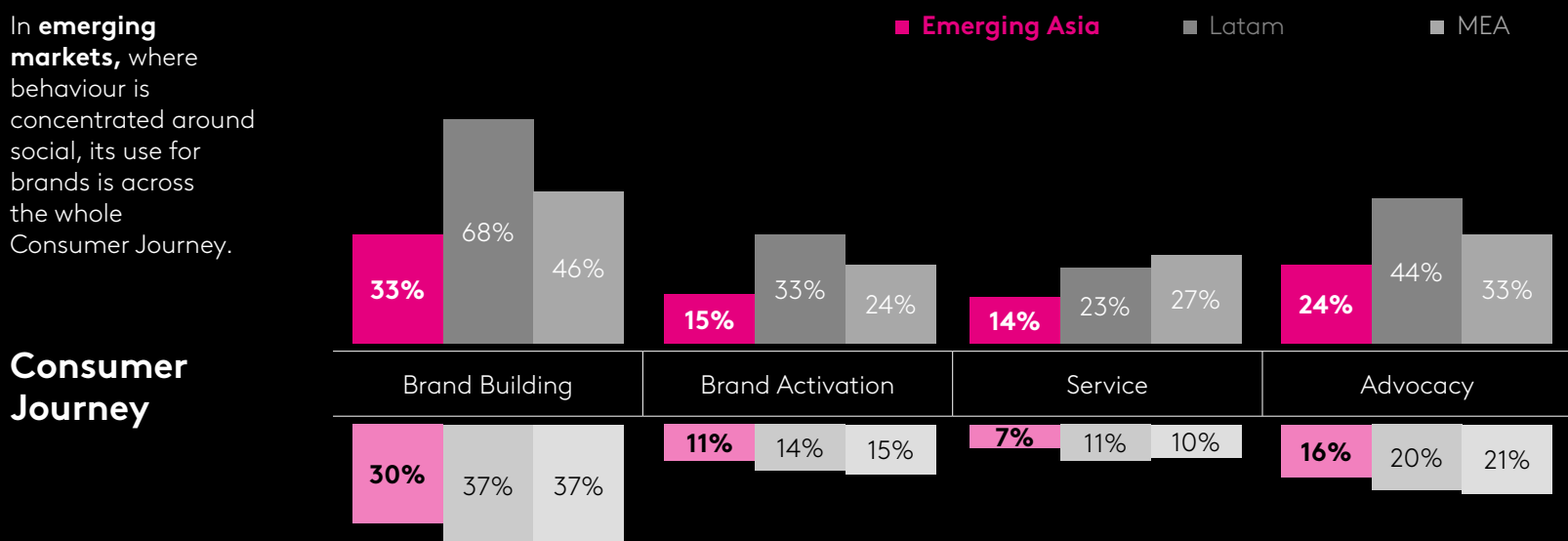
THE MOST CONNECTED ARE MOST LIKELY TO SUFFER INCONSISTENT BRAND EXPERIENCES



*Inconsistent experience defined as % agreeing "the brands I contact have a different level of customer service between online and offline"

DIFFERENT TYPES OF CONSUMERS TAKE DIFFERENT PATHS TO PURCHASE, AND EACH USE THE INTERNET IN THEIR OWN WAY

Social as number one source for each activity
% choosing a social network as their number 1 preference



Whereas in **developed markets** the availability of diverse sources means social plays a large brand-building role.

"Successful brand stories are built on consistent experiences across touchpoints, and less on the number of touchpoints used"

Michael Nicholas, Global Lead, Connected Solutions

Source: Connected Life provides the most comprehensive view of the connected consumer, reaching 70,000 people across 57 countries