

Embracing Retail's Newest Trend: **Webrooming**

Get the facts on the newest shopping trend



Innovative New Charging Stations

from OnHand
Do NOT Miss Out

IFC

FREE Dell Tablets

for Back-to-School
Learn More

1

New Tools. New Price.
Adobe® Creative Cloud™

3

The Emergence of Webrooming
A Retail Game Changer

4-5



Webrooming—a new shopping trend working in favor of brick-and-mortar retailers:

This consumer practice sees products being researched online prior to consumers making the purchase in-store.

Source: www.retailonlineintegration.com



Creative Lifestyle Tech? Look No Further.



The first-ever Charging Station Merchandisers: Your new must-have retail fixtures ship free from The Douglas Stewart Company.

- Create customer engagement with demo products
- Display essential accessories on its sleek design
- Drive in-store foot traffic with a free charging service

Save 10%
on all orders of
\$1,000 or more!

Offer ends 8/31/2014.

OnHand LED Light-Up Cable

See when you're charging, know when you're done! Visible Current: The LED shows that your device is charging and stops when it reaches 100%. Durable: Thicker LED cable provides additional durability. Extra Long: 5 ft cable helps you reach the outlet. Sync & Charge: Sync your data and charge your device. 5 Ft. Blue.

USB to Micro-USB

DSC# 43565 | Vendor# MUBLU-LLCOH
Min 1 | SRP \$19.99 | Cost \$10.94

USB to 30-pin

DSC# 43564 | Vendor# 30BLU-LLCOH
Min 1 | SRP \$19.99 | Cost \$10.94



OnHand Octopus Shower Speaker

Song Control: Change songs in the shower with controls on your speaker. Perfectly Portable: Suction cup design sticks to any flat surface. Long Lasting: 6 hours of continuous music. Bluetooth: Lets you connect from any smartphone, tablet, or laptop 30 ft away. Water Resistant: Place beneath the showerhead for best audio performance.



Color DSC# Vendor#

Ozzy Black 43560 BLK-SHSHO
Aretha Blue 43561 BLU-SHSHO
Ringo Green 43562 GRN-SHSHO

Min 1 | SRP \$29.99 | Cost \$16.90

OnHand Everlasting Nylon Cable

Extra Long: 5 ft cable provides added length that you need! Braided Nylon: Adds strength and durability. Unique Colors: Leave the white cables behind and always know which one is yours. Sync and charge: Sync your data and charge your device.



USB to 30-pin

Color DSC# Vendor#
Black 43569 30BLK-NCOH
Blue 43570 30BLU-NCOH
Green 43571 30GRN-NCOH

Min 1 | SRP \$14.99 | Cost \$7.95

USB to 8-pin

Color DSC# Vendor#
Black 43566 8BLK-NCOH
Blue 43567 8BLU-NCOH
Green 43568 8GRN-NCOH

Min 1 | SRP \$19.99 | Cost \$10.94

USB to Micro-USB

Color DSC# Vendor#
Black 43572 MUBLK-NCOH
Blue 43573 MUBLU-NCOH
Green 43574 MUGRN-NCOH

Min 1 | SRP \$14.99 | Cost \$7.95

OnHand Portable Sport Speaker

The Sport Speaker is your outdoor companion. With a compact design this portable speaker boasts a clear and carrying sound! Take this durable and water-resistant speaker hiking, to the beach, or the backyard BBQ! Water Resistant: Don't worry whether you take this speaker out in the rain or spill your drink on it, this speaker is splash-friendly. Control Buttons: Control your music directly from the speaker or use the built-in mic to take an outdoor conference call. Long-Range Wireless: Bluetooth control from up to 30 ft away. Long Lasting Tunes: 6 hours of battery life.



Color DSC# Vendor#
Black 43557 BLK-SPSOH
Blue 43558 BLU-SPSOH
Green 43559 GRN-SPSOH

Min 1 | SRP \$39.99 | Cost \$26.84



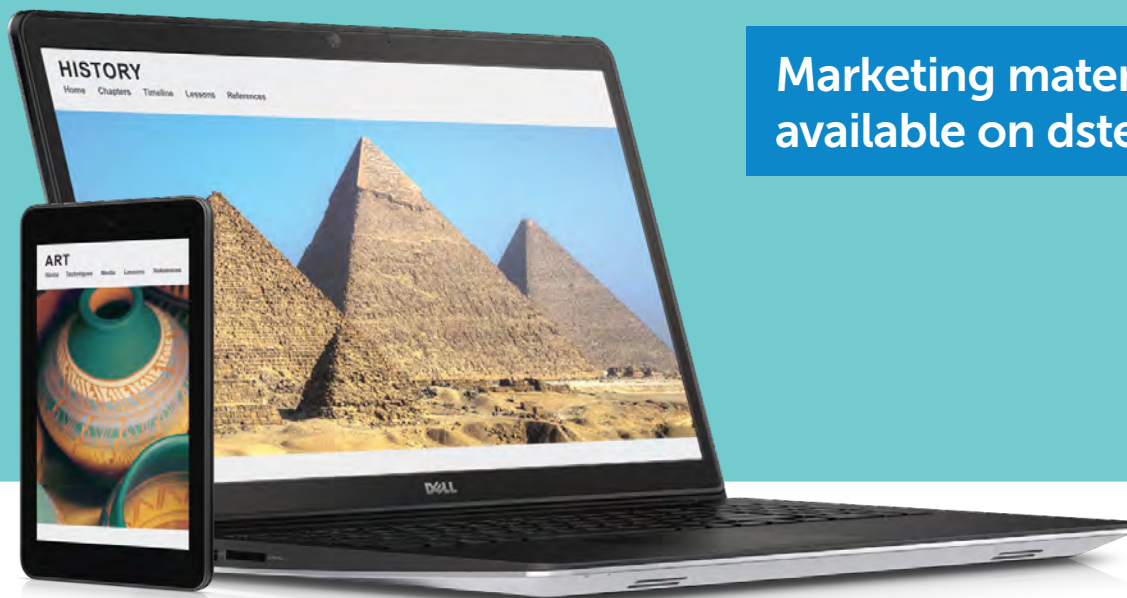
47% of webroomers want to avoid shipping costs.

Source: Entrepreneur.com

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Identit-e is not responsible for lost or stolen checks. Allow up to 6 weeks for receipt of your rebate after your verification request has been approved. For rebate inquiries, visit www.identit-e.com/dellpromo.



53% of shoppers prefer to buy their electronics in store vs. **47%** who prefer to buy online.

Source: Interactive Consumer Experience Marketing, Inc.



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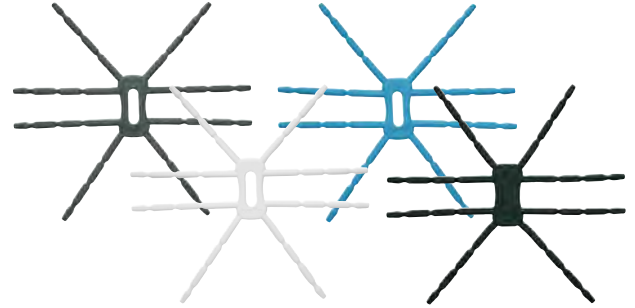
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Breffo Spiderpodium

Designed with today's portable, handheld consumer electronics in mind, the 'take it everywhere, use it anywhere' Spiderpodium portable dock and podium is a universal, multi-purpose, gadget grip, holster, dock and display podium which is compatible with most compact handheld devices including smartphones, portable phones, portable movie players, mp3/4 players, gaming systems, SatNavs, camcorders, portable projectors, compact cameras, e-readers and more!

Color	DSC#	Vendor#
White	43538	SPOWHT
Blue	43536	SPOBLU
Graphite	43537	SPOGRA
Pink	43539	SPOPNK
Purple	43540	SPOPUR
Black	43541	SPOBLK
Green	43542	SPOGRN

Min 1 | SRP \$24.99 | Cost \$14.61



Breffo Spiderpodium Tablet

The Spiderpodium Tablet is designed to fit virtually all tablet PC's. It's the most functional tablet stand in the world! Any position. Any angle. Anywhere. The Spiderpodium Tablet's extremely flexible legs mean the grip can be positioned off the screen so that it in no way impedes you using the device and is compatible with all tablet devices.

Color	DSC#	Vendor#
Black	43543	SPTBLK
Graphite	43544	SPTGRA

Min 1 | SRP \$34.99 | Cost \$20.43

LET THERE BE MUSIC!

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JammyPack

Inspired by classic styles, vintage canvases, and with an easy-access front pocket. All JammyPacks include removeable speakers and a AA Battery box that attaches via USB to your music device.

Description	DSC#	Vendor#	Min	SRP	Cost
JammyPack Chubby Checker	43741	R69001	1	\$49.95	\$28.21
JammyPack Jammyblank	43742	R69004	1	\$49.95	\$28.21
JammyPack Paint Splatter	43743	R69018	1	\$49.95	\$28.21
JammyPack Blackedout	43744	R69019	1	\$49.95	\$28.21
JammyPack Mr Pink	43745	R69020	1	\$49.95	\$28.21
JammyPack Life Red 2	43746	R69025	1	\$49.95	\$28.21
JammyPack Freedom Ringer	43747	R69031	1	\$54.00	\$32.05





Why do consumers practice webrooming?

75% to find the lowest price

72% to compare products

71% to conduct product research

Source: Interactive Consumer Experience Marketing, Inc.



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BUSINESS OPPORTUNITIES

HERE ARE A FEW WAYS TO CAPITALIZE ON CONSUMER MOTIVATIONS FOR WEBROOMING.
When asked "Why would you look online for an item before going to the physical store to make a purchase?", consumers responded with the following:



The Rise of WEBROOMING

How Your Store Can Capitalize on This Growing Trend

Over the past few years retailers have heard everything about Showrooming, the practice in which consumers visit retail stores to research products prior to purchasing online and, often-times, from different retailers. As one could imagine, Webrooming is the reverse practice where consumers do their research online before they visit a retail store to make their purchase. Recent studies have shown that this emerging trend is quickly surpassing the act of Showrooming. With 88% of consumers indicating that they currently participate in the Webrooming practice over the 76% that still admit to Showrooming, this growing trend is great news for campus retailers as we head into the back-to-school shopping season once again.

Why Student Shoppers Are Embracing Webrooming:

- » Shoppers can eliminate shipping costs when they purchase in store.
- » They don't have to wait for their product(s) to be delivered.
- » They can make sure that the store has the item in stock prior to making the trip to purchase.
- » They can research online and then go to the store to physically touch and feel the product before making a purchase decision.
- » They can speak further about the product in store with knowledgeable sales staff.
- » They are able to return the product without hassle in most cases.

How Retailers Can Address This Trend:

- » Marketers are using merchandising displays to showcase their most popular researched online products in the store.
- » Retailers are training sales associates to be knowledgeable and engage consumers.
- » They're offering mobile coupons for in-store purchases.
- » They're offering no-hassle return policies.
- » They're using POP print materials to cross sell and generate impulse buys.
- » They're offering price matching for consumers that may have found the item for a cheaper price online.



Infographic Source: Merchant Warehouse

Additional Sources: Interactions Marketing Group; KDM Solutions Group



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