

COMING BACK TO THE FUTURE

Data on Millennials unveils the future of digital retail, with demands for speed, reliability and high quality performance on mobile sites and mobile apps.



HISTORY IS REPEATING ITSELF AND RETAILERS MUST ADAPT OR RISK FADING AWAY.

50%

OF MILLENNIALS WILL DO MORE SHOPPING ON THEIR SMARTPHONES AND TABLETS THAN THEY WILL BY MAKING IN STORE PURCHASES



60%

OF MILLENNIALS WILL BE DOING MORE MOBILE SHOPPING THAN LAST YEAR



62%

OF MILLENNIALS USE MOBILE DEVICES IN PHYSICAL STORES FOR PRICE COMPARISON, PRODUCT REVIEWS, COUPONS



37%

OF MILLENNIALS USE MOBILE DEVICES IN PHYSICAL STORES TO MAKE PURCHASES



JUST LIKE THEIR PARENTS A GENERATION AGO, MILLENNIALS DEMAND EXCEPTIONAL CUSTOMER EXPERIENCES— BUT RATHER THAN IN-STORE PERSONAL CUSTOMER SERVICE,

they want exceptional digital experiences!

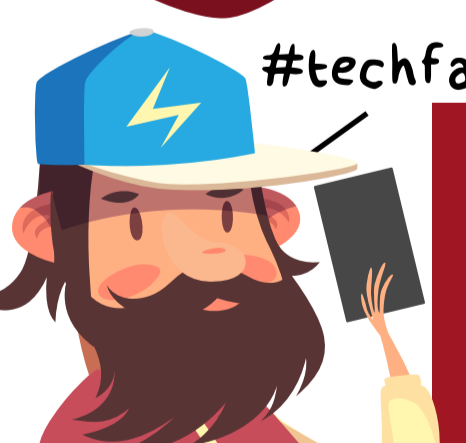
81%

OF MILLENNIALS WILL ABANDON BUGGY APP AND SHOP ELSEWHERE

#SMH



#techfail



51%

OF MILLENNIALS WILL COMPLAIN ON SOCIAL MEDIA

49%

ABANDON SITE/APP IF FAILS TO LOAD IN 3 SECS

#overit



54%

OF MILLENNIALS PREFER COMPANY SPECIFIC MOBILE APPS WHEN SHOPPING



What hasn't changed?



THE NEED TO ADAPT, AND FOCUS ON CUSTOMER EXPERIENCES! BEGIN FUTURE PROOFING YOUR DIGITAL STRATEGIES WITH DIGITAL PERFORMANCE MANAGEMENT FROM DYNATRACE.

Check out the full survey results at <http://www.dynatrace.com/content/dam/en/general/holiday-shopping-report.pdf>.

SURVEY METHODOLOGY: This survey was conducted online by Harris Poll on behalf of Dynatrace from October 13-15, 2015 among adults ages 18 and older within the United States (n=2009), United Kingdom (n=1,025), France (n=1,090), Germany (n=1,071) and Australia (n=1,135). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Kayla Siefker at kayla.siefker@dynatrace.com.

Dynatrace is the innovator across the industry's premier Digital Performance Platform, making real-time information about digital performance visible and actionable for everyone across business and IT. We help customers of all sizes see their applications and digital channels through the lens of their end users. More than 7,500 organizations use these insights to master complexity, gain operational agility and grow revenue by delivering amazing customer experiences.

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