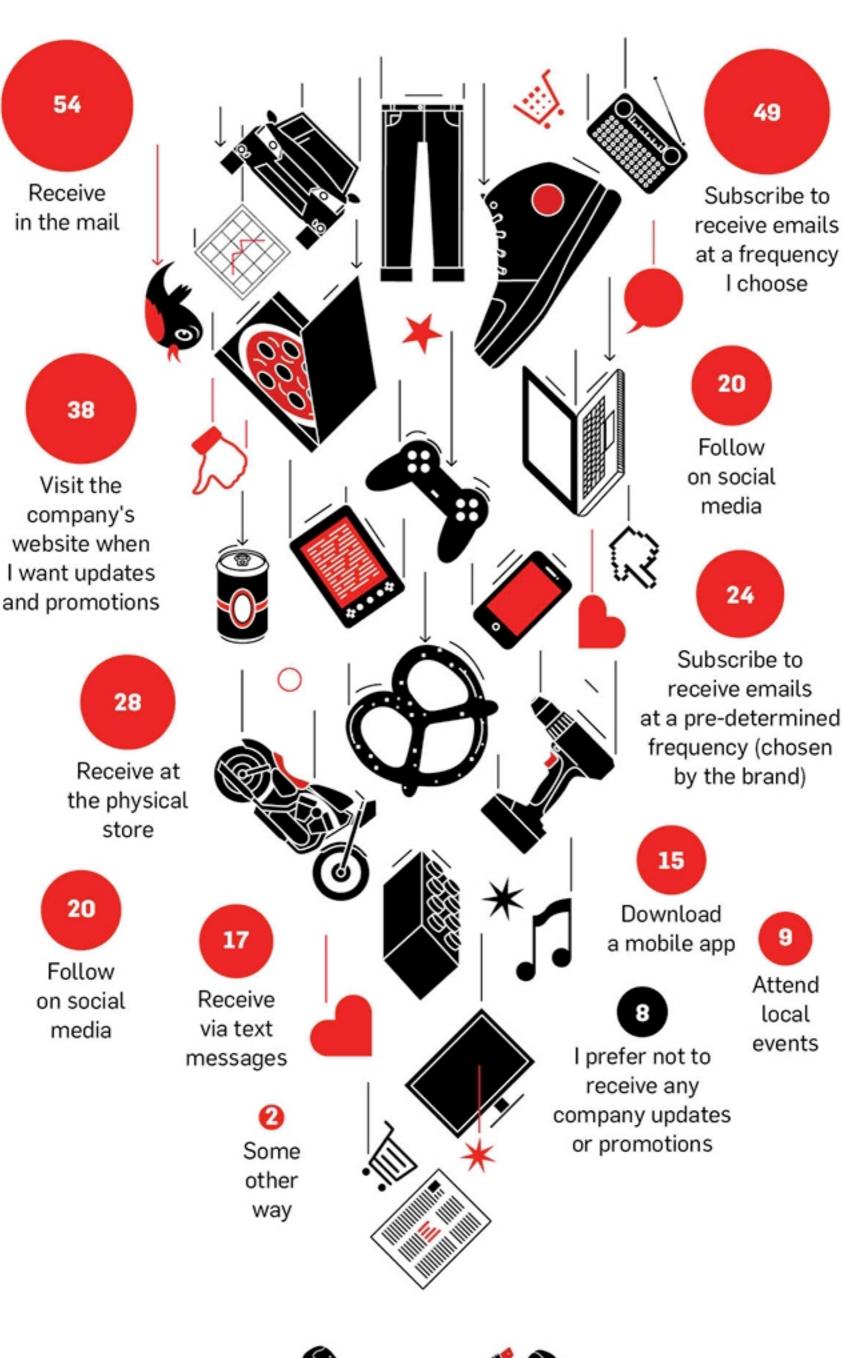
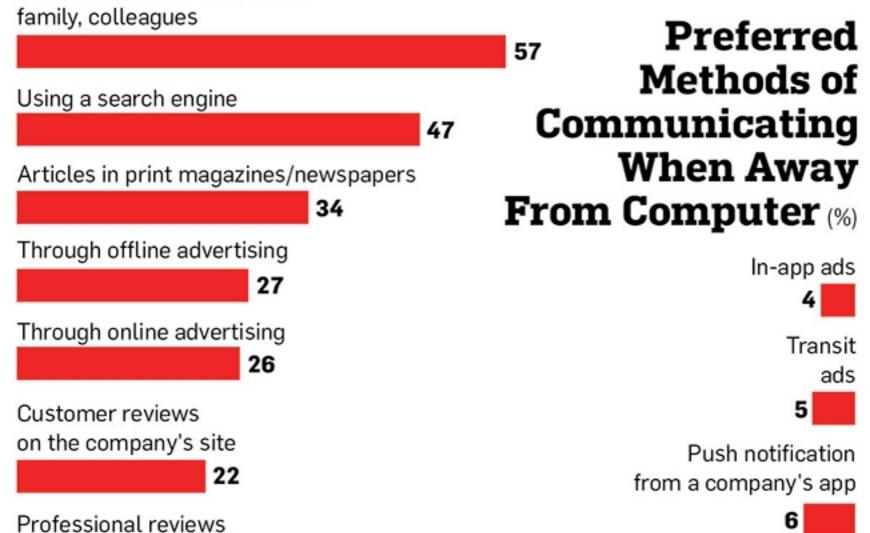
## Preferred Ways of Receiving Updates and Promotions % 54 49



## Discovering New Products (%) In-store browsing

Word-of-mouth from friends,

Ways of



59

Other

through social media accounts of friends, family, colleagues 20 In-store recommendations

Location-based promotions and from a salesperson information 18 9 Through online content Company's directly from the company mobile app

Through outside In-person online content conversations

15 15 Other articles None 15 Automated personalized Billboards product recommendations 17

on an e-commerce site Text message (e.g., "you might also like" 20 10 Radio ads Talk with a customer 24

service representative at an e-commerce site Email on my smartphone 37 6

Print ads Other