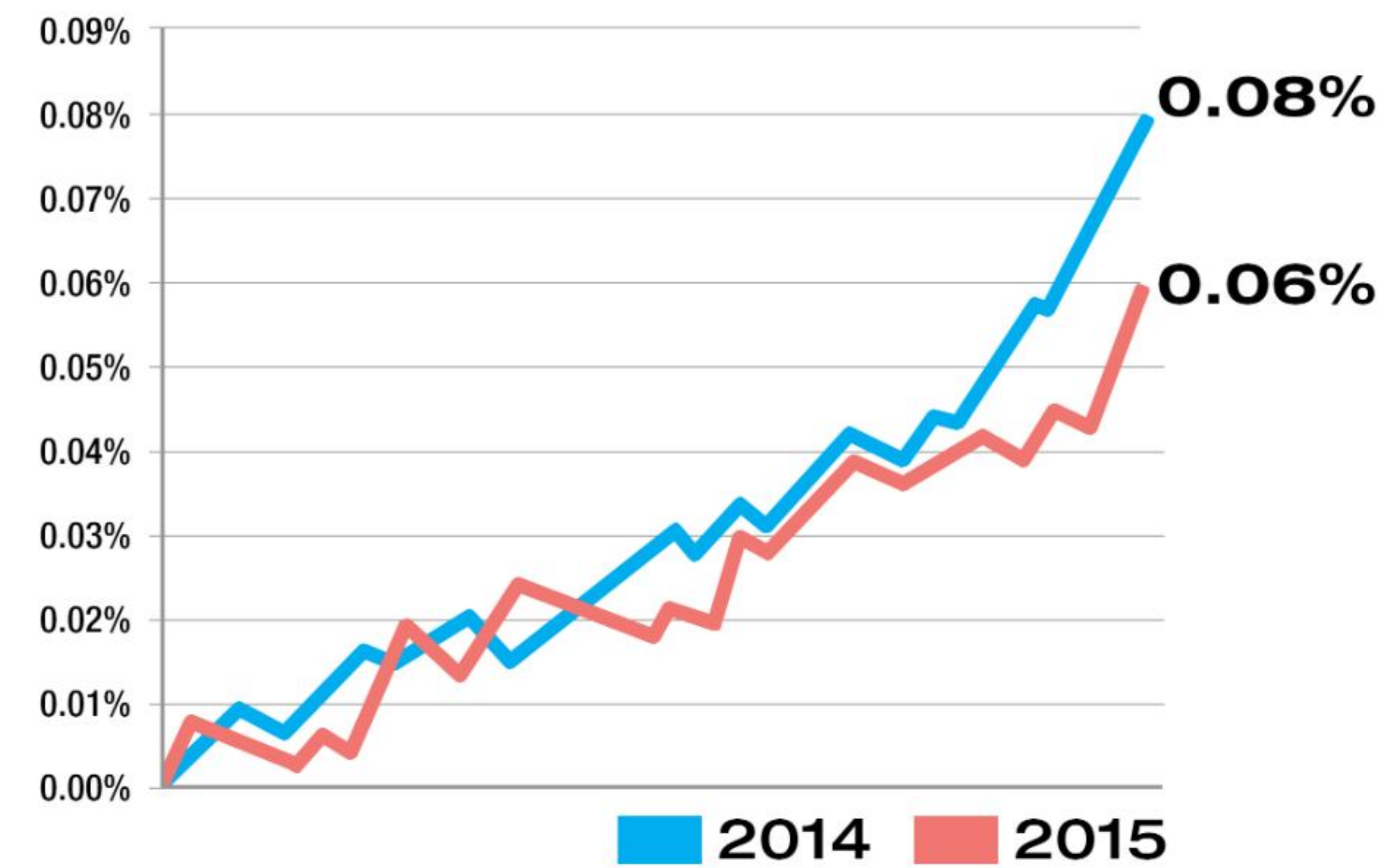
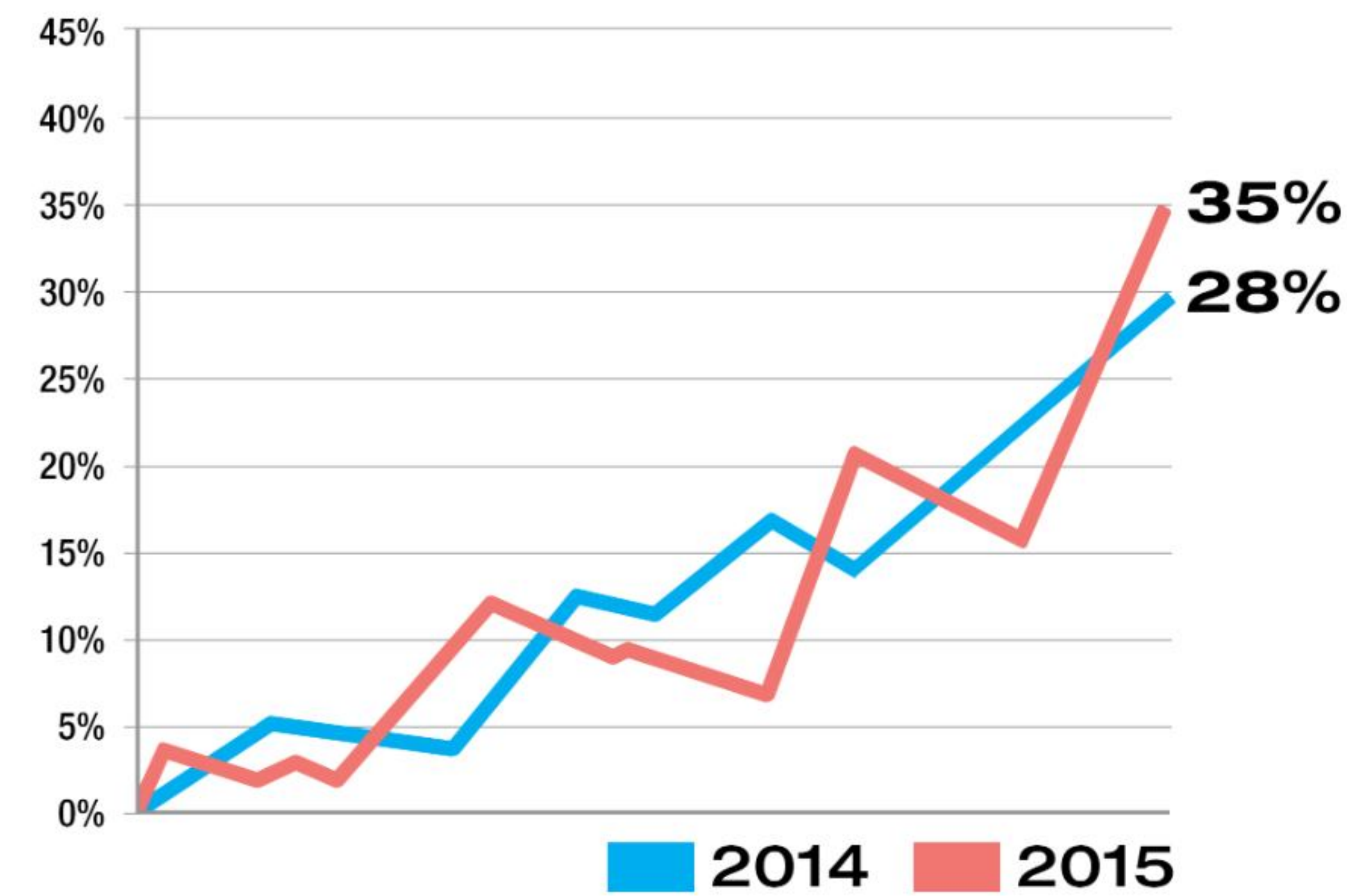


THE MOBILE CUSTOMER JOURNEY

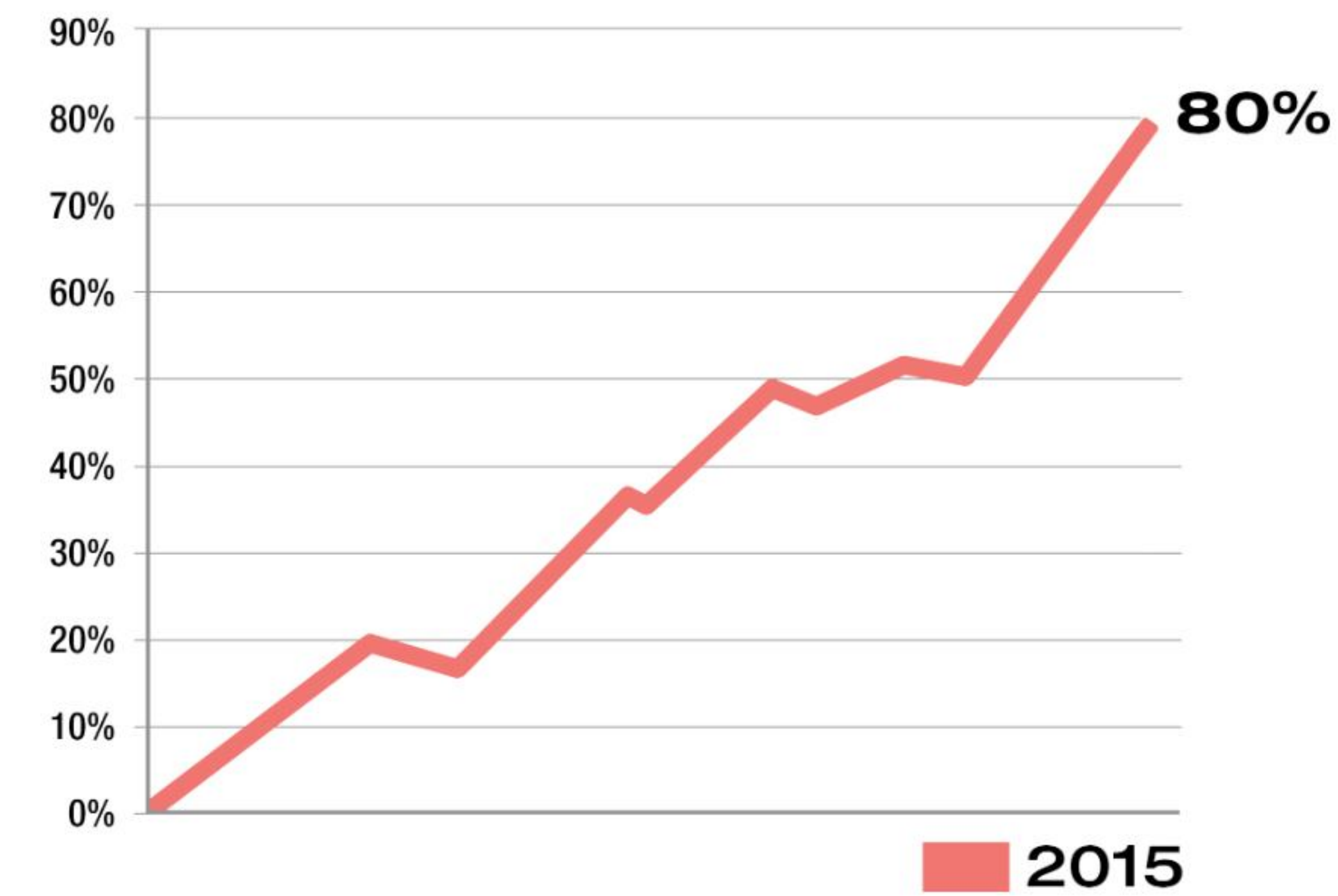
Weekly Mobile Conversion



Annual Shift in Mobile Traffic



80% of Customers Use Their Smartphones in Outdoor Activities



How Do Customers Shop for Products Online?

How Do Customers Use Their Smartphone in the Outdoors?

Pre-Purchase

Purchase

Post-Purchase

Customer's Engage in Product Discovery and Product Selection

Customer's Use Their Mobile Device While Engaging in Outdoor Activities

PRODUCT DISCOVERY

PRODUCT SELECTION

CHECKOUT

SHIPPING

TOUCH

USE

SHARE

Wide Selection

Customers shift between product discovery and selection before purchasing

Narrow Selection

PURCHASE

SAVE FOR LATER
Currently Not Supported



THIS PHASE CAN
HELP TO INFLUENCE
THE LATTER PHASES
Currently Not Supported

DELIVERY TRACKING
Currently Not Supported

Areas of Passion
Engaged in at Least
Three Times a Year

Fishing
75%

Hunting
69%

Shooting
68%

Camping
48%

Boating
44%

Apps Most
Frequently Used
While Engaged in
Areas of Passion

- 91% Weather
- 68% Clock
- 65% GPS
- 44% News App



61%
Share Information
By Word of Mouth



61%
Share Information
By Phone Call or Text



28%
Share Information
via Email



20%
Share Information
with Friends & Family
via Social Networks

Customer Smartphone Use During Shopping Activities



Cabelas.com



Other websites

YouTube



Social Media

63% Browse and Research Products

60% Read Product Reviews and Check Pricing

39% Discover Sales and Deals