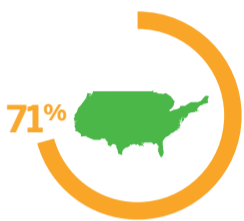


The 2017 SAP Hybris Consumer Insights Report: 1,000 Consumers Tell You What They Love and Hate About Brands

USA: THE DATING GAME

Spending 25% of the global GDP the USA remains the world’s largest economy. With 58% of American consumers choosing convenience as the main reason for shopping online, the US remains a crucial market to drive the future of e-commerce.

SHARING IS CARING: ESTABLISHING TRUST IN A RELATIONSHIP



71% of American respondents were **willing to share some information** with brands

You can have my ...



52%
Email address



37%
Shopping history



25%
Mobile number



19%
Real-time location



11%
Monthly income

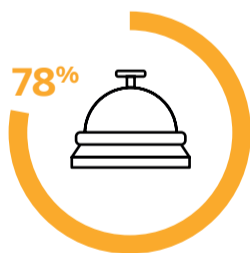


29%
Don't want to share info

WHY CONSUMERS WON'T USE A BRAND AGAIN



79%
Using consumer data without knowledge



78%
Unresponsive customer service



50%
When a brand makes a mistake more than twice



29%
Inconsistent online and in-store promotions

WAYS TO FIND LOVE WITH US CUSTOMERS

Timely, consistent, and meaningful customer engagements drive brand love. Learn how to win your customers hearts, download the full survey results report here.

[View Insights](#)

