

CONDÉ NAST RELEASES STUDY IDENTIFYING SIGNIFICANCE AND IMPACT OF INFLUENCE DURING CONSUMER PURCHASE JOURNEYS

79% of Consumers Make Brand Decisions Pre-Search

NEW YORK – June 13, 2018 – Condé Nast today released the results of a study commissioned in partnership with Tapestry, a leading research firm with specialization in the consumer decision journey, which explored the crucial role and timing of influence in the path to purchase, and further examined the value of Condé Nast in the decision making process.

“This study identified the importance of influence on consumers’ decisions—by the time they start searching for a product, they’ve already decided what to buy. There is tremendous opportunity to influence consumers pre-search that many marketers aren’t taking full advantage of,” said Pamela Drucker Mann, chief revenue and marketing officer of Condé Nast. “Leveraging the influence of brands that consumers trust when they’re thinking about what to buy can have a tremendous impact on an advertiser’s bottom line. Condé Nast is at the forefront of cultural movements and trends, and this study reveals that our brands have measurable influence on how consumers spend their money and time.”

The study identified several key findings about the power influence has on the consumer decision journey and where marketers can take better advantage of reaching consumers with pertinent messaging:

Consumers are spending the majority of their time in the influence phase (pre-search) vs. the rest of the journey, regardless of product category:

- Beauty: 80% time spent pre-search
 - Pre-search—the top purchase trigger for beauty consumers is informative content across all platforms (digital/video, social, print, etc.)¹.
- Fashion: 69% time spent pre-search
 - Fashion consumers are motivated by ads, this is the top purchase trigger point after buying needs, i.e. “wanted something new” etc.
- Tech: 65% time spent pre-search

¹ After buying needs, i.e. “wanted something new,” “could not put off any longer.”

- The same is true for tech consumers, top purchase trigger points are ads outside of buying needs, i.e. “old tech broke,” “functionality issues.”

Influence has a significant impact on decisions pre-search and the majority of consumers are selecting brands early in the purchase process:

- Consumers often make their decisions BEFORE they start searching; 79% have a short list of brands in mind before they search.
- 52% spend the entire consumer decision journey deciding between two brands only. In fashion specifically, more than half of consumers purchased the brand they initially considered (53%) and that number grows to almost two-thirds (64%) when measured in teens (13-17) specific to fashion purchases.
- 69% will pay more attention to ads from sources they know and trust.

Condé Nast has proven influence with consumers:

- Condé Nast brands have three times more influence on consumer decisions than Google and Facebook²:
- 3 in 4 respondents trust Condé Nast brands to recommend products for them:
 - 92% trust Glamour, GQ and Vogue to provide fashion recommendations.
 - 9 in 10 trust Glamour and Allure when it comes to cosmetics.
- Respondents were 50% more likely to reference a Condé Nast brand pre-search.
- Consumers think more highly of brands that advertise in Condé Nast brands vs. on platforms like Google or Facebook (index 301).
- At the critical moment of purchase, Condé Nast is 26% more likely to drive purchase intent than Google and Facebook.
 - Wired is 63% more likely to drive purchase than Facebook when it comes to tech products.
 - Allure is 67% more likely to drive purchase for beauty products than Google.
 - GQ, Vogue and Vanity Fair index at 132 vs. Facebook when it comes to driving purchase for fashion items.

“For most consumers, a purchase decision is really about justifying the idea you had right at the start. It’s imperative that marketers don’t forget the most important part of advertising, telling and supporting the brand story right at the start of the journey—or before the journey even begins. It’s here that you have most influence and, if you can get into the consumer’s mind from the very beginning, you are much more likely to be the one they search for, explore and choose in the end. As such, it’s no surprise to see

² “Condé Nast brands “showcase the best brands for products I want to buy” vs. Facebook or Google

Condé Nast brands carrying such influence across the path given their strong position with their users, particularly in that vitally important early part of the journey,” said Kevin Thompson, Joint MD, Tapestry Research.

The study was conducted in the spring of 2018 and included a national sample of more than 4,500 U.S. consumers, ages 18 to 64. Tapestry CDJ technique, is used by 40+ media agencies worldwide, and has done work with notable clients Coca-Cola and Viacom.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world’s most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit Condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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