

The neverending customer journey.

Today's consumers review more information — and take a longer time deciding — on their big, important purchases.

The average consumer journey requires a higher degree of consideration than ever before.

Customer's average number of touchpoints before purchasing



Average consideration a buyer gives to a purchase



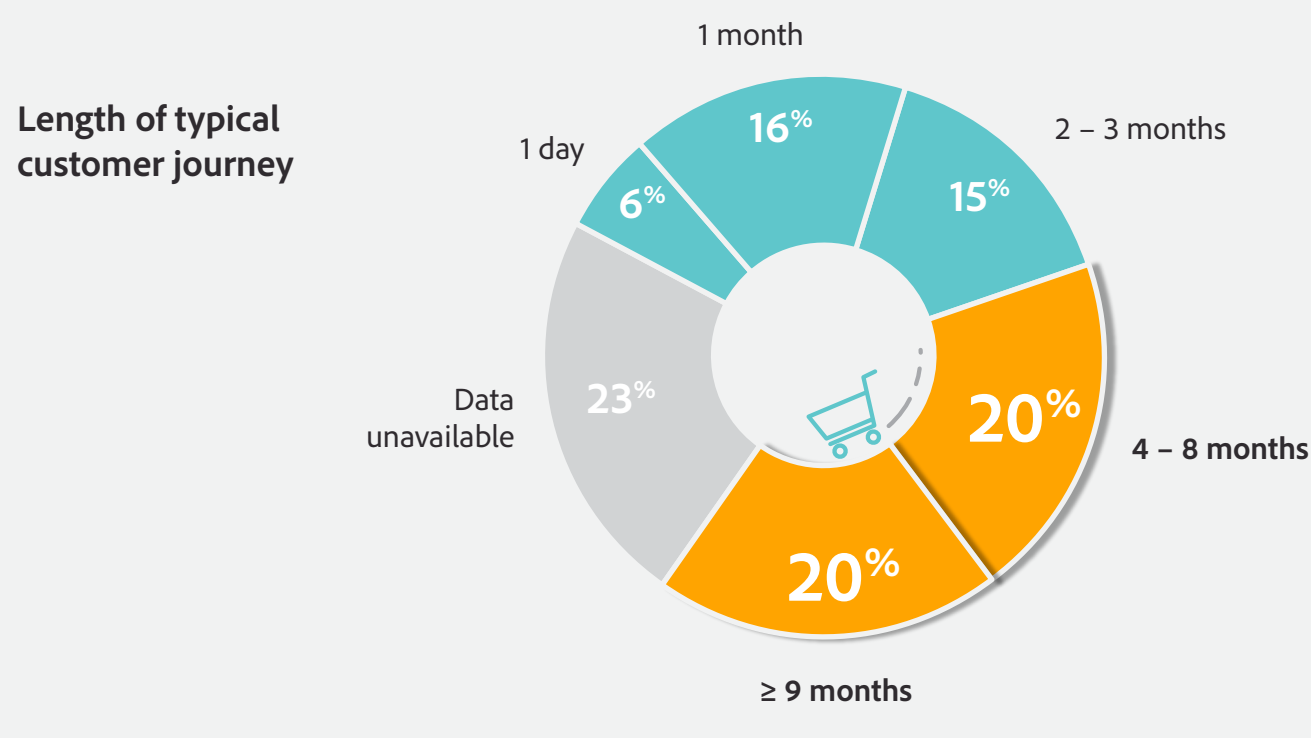
Amount of information a shopper reviews before making a purchase



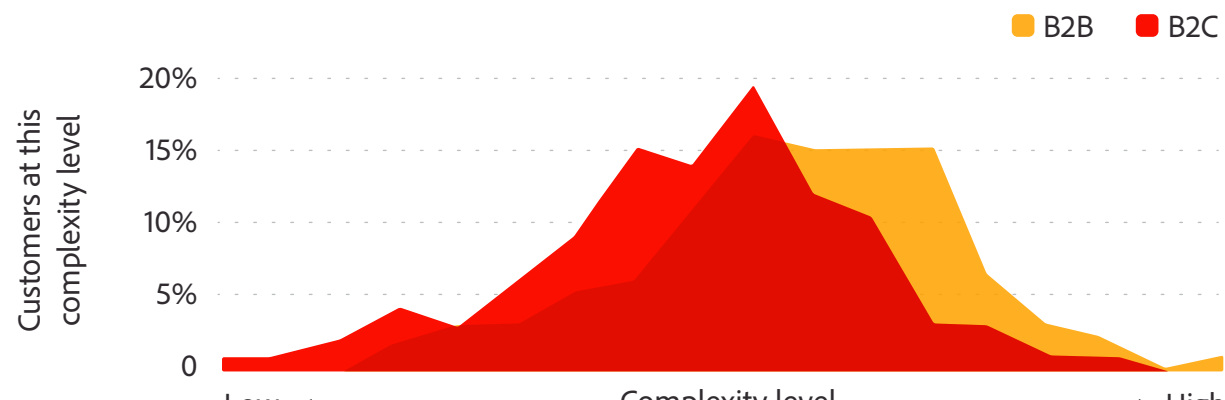
Average number of people involved in a purchase decision



40% of consumers' buying journeys now take 4 months or longer²

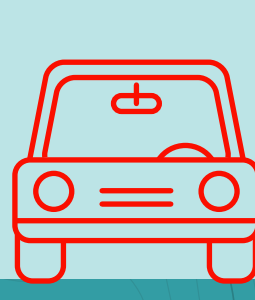


Marketers say that many consumer buying journeys are just as complex as B2B journeys³



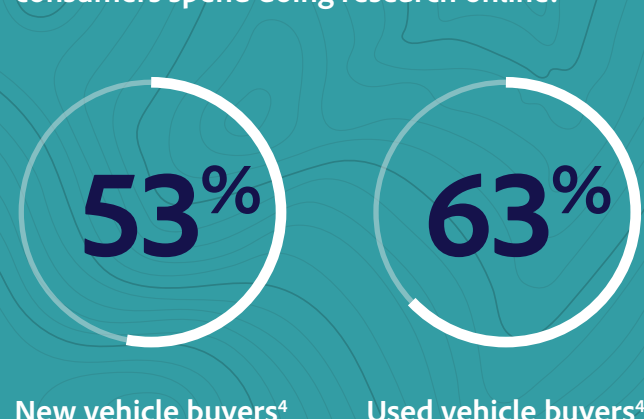
Source: survey of 552 B2B and B2C marketers and managers involved in marketing technology and campaign management selection decisions. Conducted by Forrester Consulting on behalf of Adobe in February 2019.

INDUSTRY FOCUS: AUTOMOTIVE



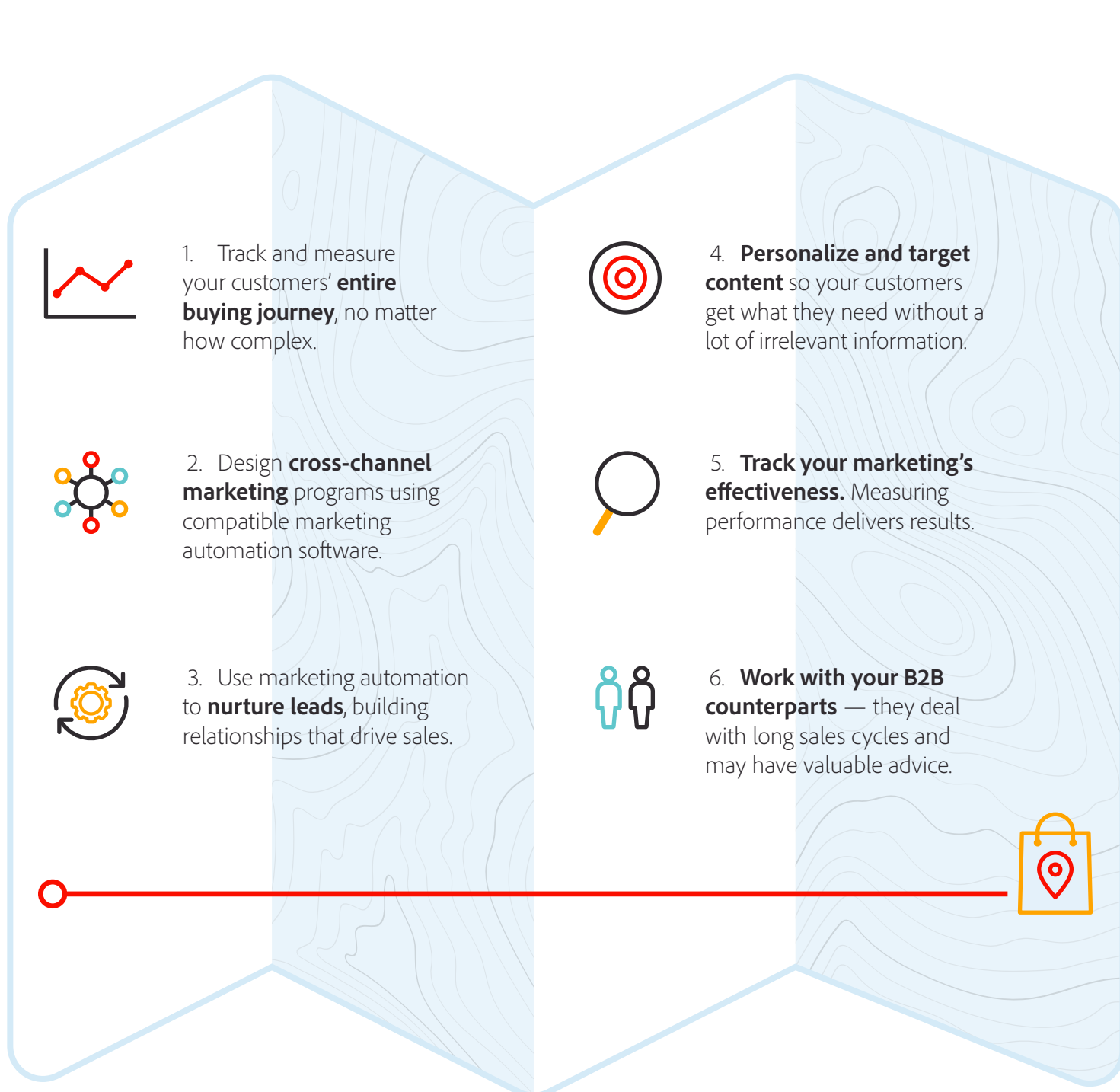
Car shopping is a high-consideration buying process for consumers. Unlike earlier car buyers, today's shoppers can find unbiased information on third-party websites, not just rely on brand and dealer info. Yet all these new touchpoints still **have not improved the car-buying experience.**

Percentage of their car-buying journeys that consumers spend doing research online:



61% of car buyers say that their most recent shopping experience was the same as or worse than their previous experience.⁴

How can you simplify your customers' buying journeys and help them decide faster?



Learn more about how you can streamline the buyer's journey.

[Get details](#)

¹B2B And B2C Companies Face Similar Hurdles With Complex Buyer Journeys, Forrester, May 2019.

²Arm Treasure Data, State of the Customer Journey Survey, 2019.

³B2B And B2C Companies Face Similar Hurdles With Complex Buyer Journeys, Forrester, May 2019.

⁴2019 Cox Automotive Car Buyers Journey.