

Retailers to Gain Net Benefits this Christmas

London, 27th November 2006. Buying presents online this Christmas will have a real impact on the high street with a survey showing 53 per cent of buyers look set to purchase at least one gift through the internet. A further 60 per cent said they would buy presents by mail order or through an online shop of a mail order company.

The survey carried out by eCircle, one of Europe's leading suppliers of software and services for digital direct marketing, looks at how consumers will use the internet this Christmas and highlights the impact online retailing is having on traditional retailers.

Argos, Boots, Woolworths, Marks & Spencer and Tesco top the list of first choice bricks and mortar retailers, while Amazon is the leading online retailer. Interestingly, Argos' is also ranked as the number two choice amongst online retailers, followed by Play.com, Tesco and CD WOW.

Other traditional retailers who appear in the online listings are Littlewoods and HMV. The music retailer features at number eight in both lists which underlines the success of its focus on building HMV as an online brand.

"Argos and Tesco have invested heavily in an online strategy which has given them a leading position amongst customers." says Volker Wiewer, CEO of eCircle.

"Their recognition highlights the importance for retailers of a strong online marketing strategy, as both companies have adopted a strong internet presence which has allowed them to crossover from being seen as just a traditional retailer.

Mr Wiewer adds: "Undoubtedly, the internet is all about choice and research into products and price has become an important part of the decision making process. Two-thirds use online to research the presents they are buying, either through shopping and price comparison sites or manufacturer's websites. Almost 10 per cent rely on online newsletters for guidance while over half still rely on the 'see and feel' of products in the shop."

Other results from the survey showed:

- Traditional presents of music, books, clothing and cosmetics remain staple favourites to give and receive.

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- 60 per cent enjoyed buying presents with just three per cent saying they often pick the wrong present.
- Most people spend somewhere between £250 and £500 on all gifts 40 per cent buy for between four and eight people.

Ends

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Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

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