



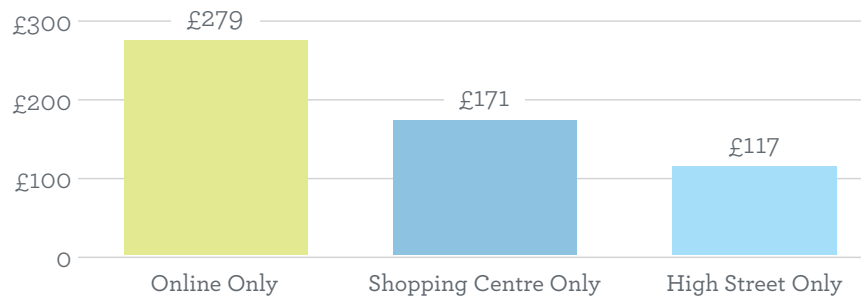
# Oxford Street vs. Westfield, which shopping destination wins?

Online, high streets, or shopping centres – which categories see the most consumer spend? To find out, Cardlytics used purchase intelligence to analyze spend from over two million consumers across a range of retailers, across London's Oxford Street, Westfield London and online. The results emphasize that despite the increasing prominence of online retail, bricks and mortar shops still play a crucial role in the retail world. As such, retailers that engage customers across multiple channels will ultimately win more spend.

## Online vs. In-Store Spend

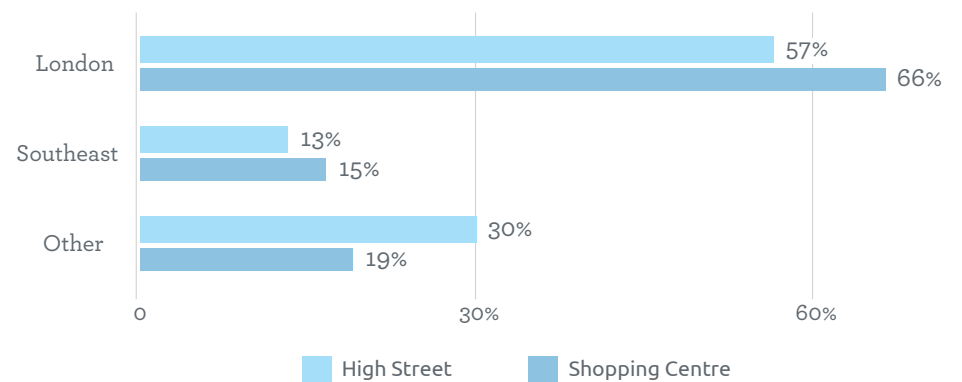
Those who shop online spend the most with an average spend per year of £259. This is driven by more frequent purchases. Online shoppers purchase something online every nine weeks, compared with every ten weeks for both the High Street and shopping centres.

*Average Spend per Year*



## Where Do Customers Live?

The majority of High Street and shopping centre customers live in London. However, extending your marketing to other regions is key, as 43% of High Street customers and 34% of shopping centre customers travel in from the Southeast and other areas to shop.



## 50% of Shoppers Only Spend In-Store

Despite the continuing growth in online retail sales, 50% of shoppers only shop in bricks and mortar stores – either on the High Street, in the shopping centre, or both – avoiding online shopping all together.

