

# ON-LINE / OFF-LINE

Inspirationsindlæg  
v/Lars Dalsted  
DIBS Payment Services



# VELKOMMEN TIL DIBS & IVÆKST

## SEMINAR

- Hvorfor er DIBS og IVÆKST gået sammen?
- Husk at I kan møde eksperterne i pauser og efter seminaret

• *God fornøjelse!*

- [Twitter](#): @DIBS\_Danmark
- [Linkedin](#): DIBS Payment Services
- [Facebook](#): DIBS Payment Services
- #dibs
- #dibspaymentservices
- #ivækst



# FORBRUGERNE ER BLEVET DIGITALE PÅ KORT TID



...og er blevet MEGET utålmodige på samme tid



# DANSK E-HANDEL

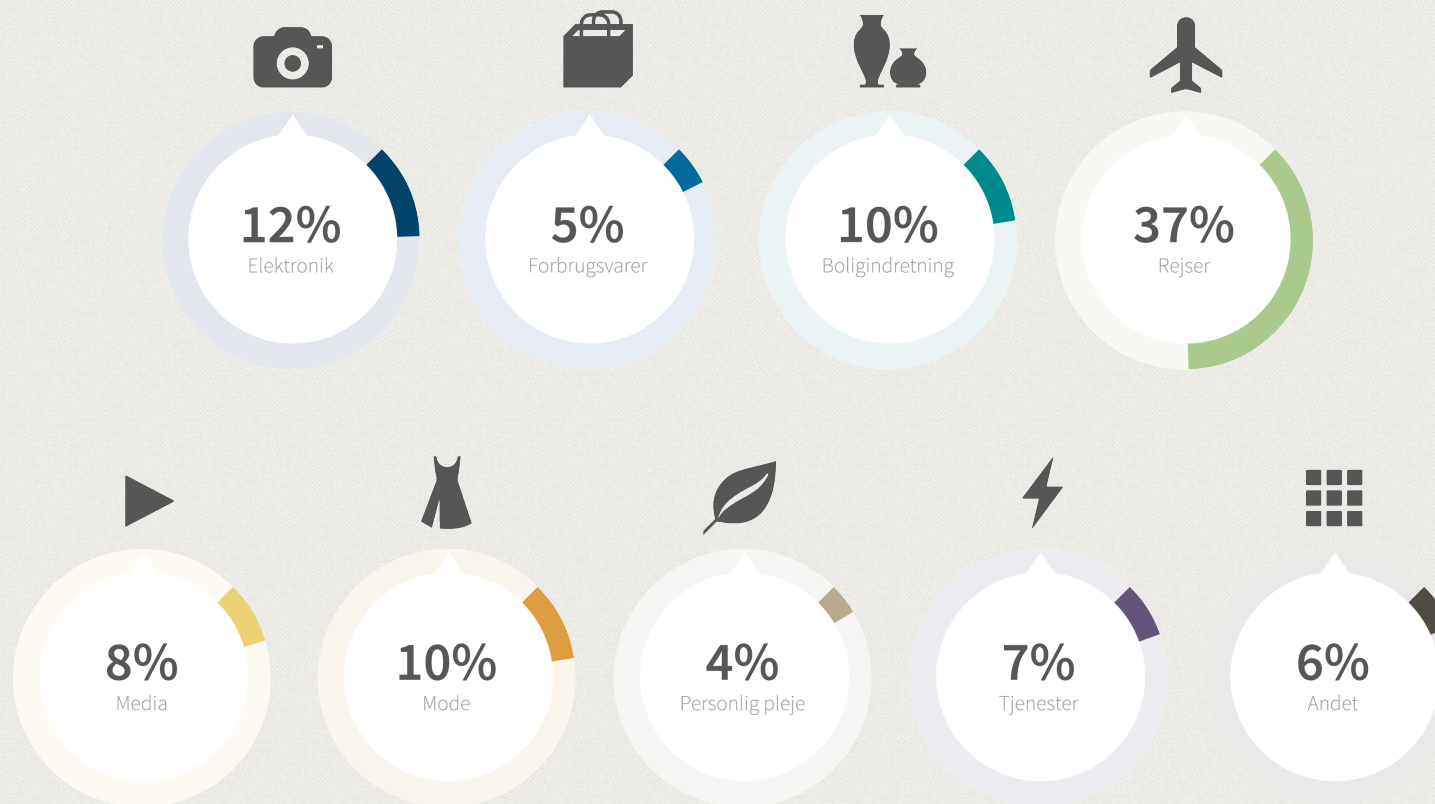


- Analyse af markedet for e-handel
- Gennemført af DIBS siden 2007
- Baseret på interviews med over 4.000 forbrugere



# E-HANDEL I DANMARK

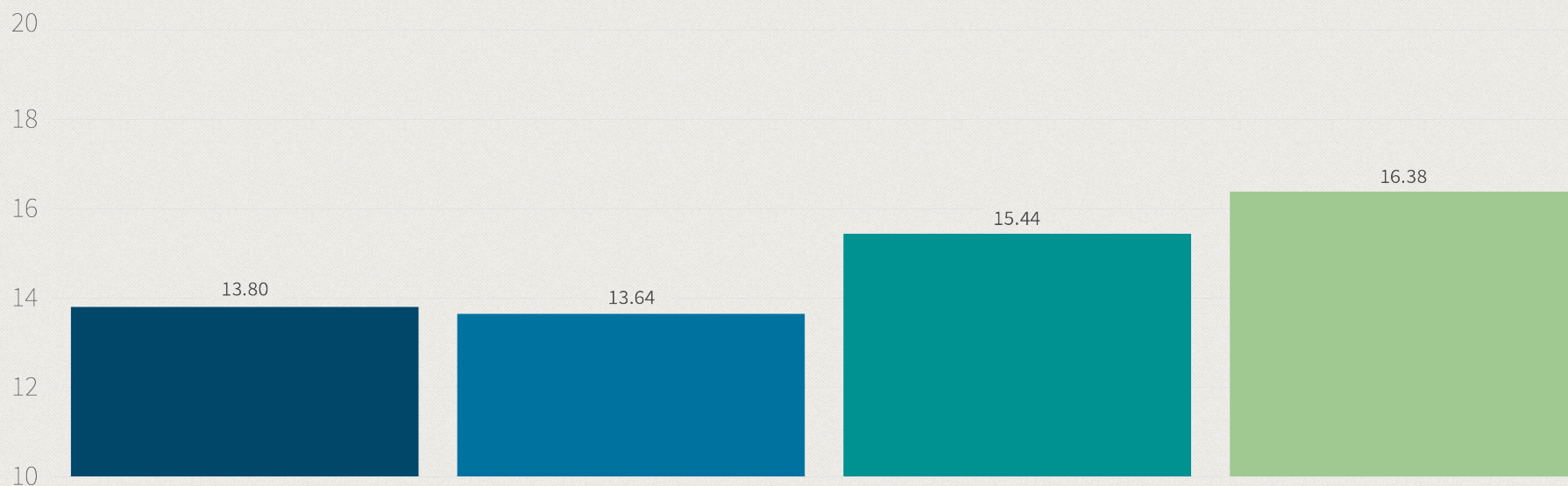
% | Branchernes andel af det totale e-handelsmarked



# FORBRUGERNE HANDLER OFTERE PÅ NETTET

Antal | *Antal køb på nettet per forbruger per år* |

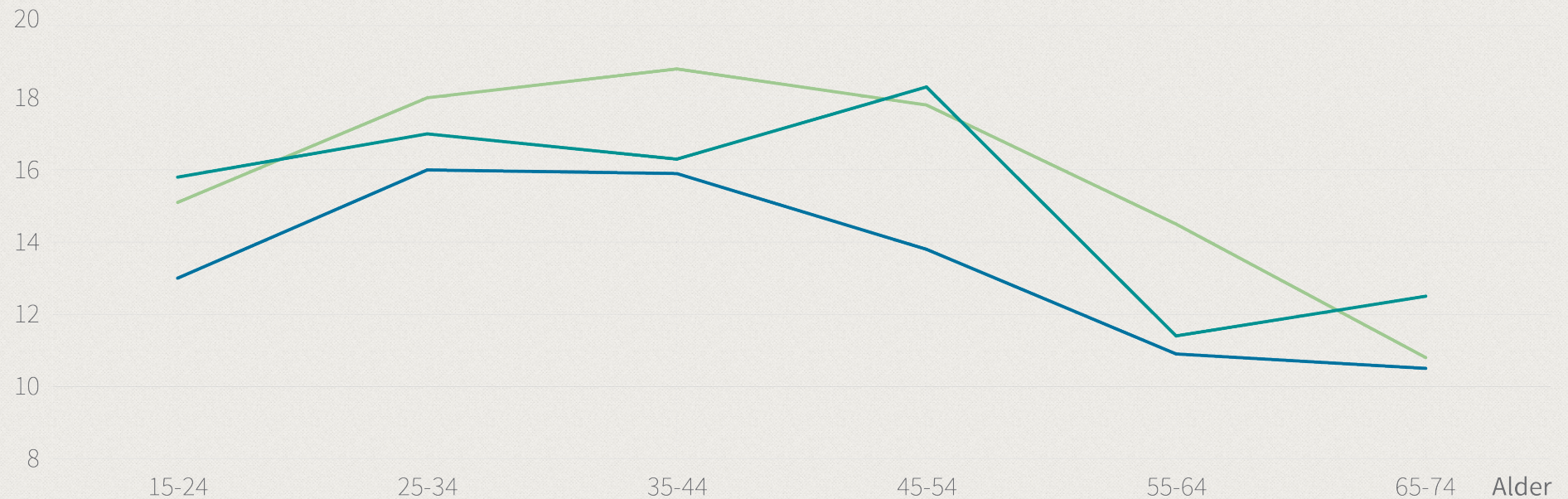
● 2010 ● 2011 ● 2012 ● 2013



# OG DET ER ALLE ALDERSGRUPPER

Antal | *Antal køb på nettet per forbruger per år* |

● 2011 ● 2012 ● 2013



# DER HANDLES I ALLE BRANCHER

% | Har du handlet på nettet de sidste tre måneder inden for disse brancher? |



47%

Elektronik



30%

Forbrugsvarer



44%

Boligindretning



51%

Rejser



67%

Media



51%

Mode



35%

Personlig pleje



38%

Tjenester



39%

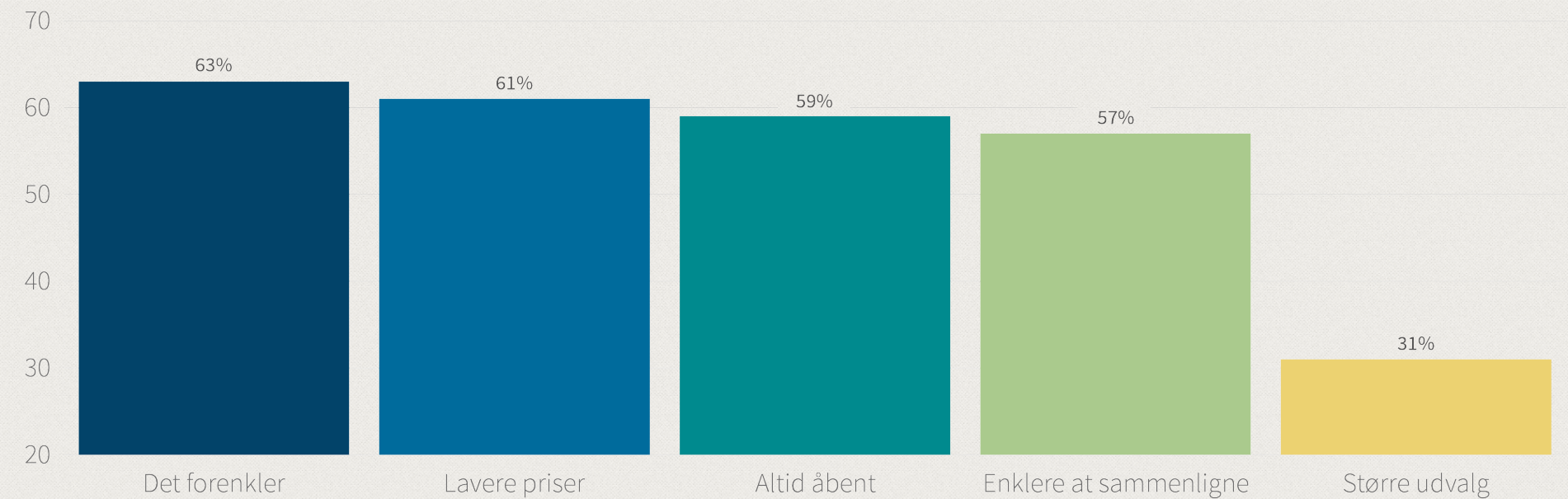
Andet





# HVORFOR HANDLER DE ON-LINE?

% | *Hvad er den vigtigste årsag til, at du handler på nettet?*



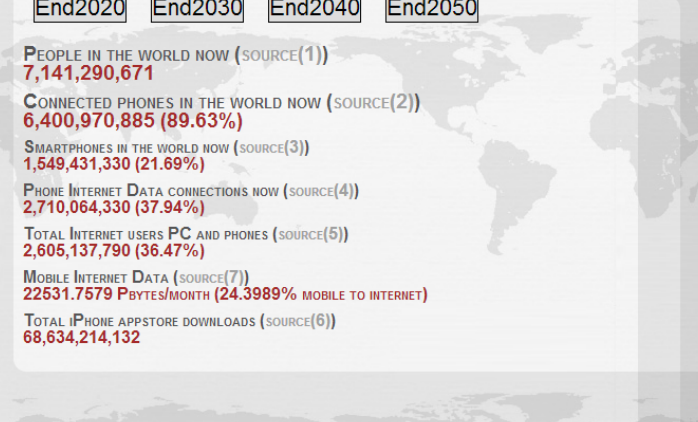
A close-up photograph of a person's hand holding a white credit card. The card is held in the foreground, slightly angled. In the background, a laptop keyboard is visible, but it is out of focus. Another hand is partially visible in the upper right corner, also out of focus. The overall scene suggests online shopping or digital transactions.

# E-HANDEL TRENDS



# Phone Count

Now End2013 End2014 End2015 End2016 End2017  
End2020 End2030 End2040 End2050



PEOPLE IN THE WORLD NOW (SOURCE(1))  
**7,141,290,671**

CONNECTED PHONES IN THE WORLD NOW (SOURCE(2))  
**6,400,970,885 (89.63%)**

SMARTPHONES IN THE WORLD NOW (SOURCE(3))  
**1,549,431,330 (21.69%)**

PHONE INTERNET DATA CONNECTIONS NOW (SOURCE(4))  
**2,710,064,330 (37.94%)**

TOTAL INTERNET USERS PC AND PHONES (SOURCE(5))  
**2,605,137,790 (36.47%)**

MOBILE INTERNET DATA (SOURCE(7))  
**22531.7579 PBYTES/MONTH (24.3989% MOBILE TO INTERNET)**

TOTAL IPHONE APPSTORE DOWNLOADS (SOURCE(6))  
**68,634,214,132**



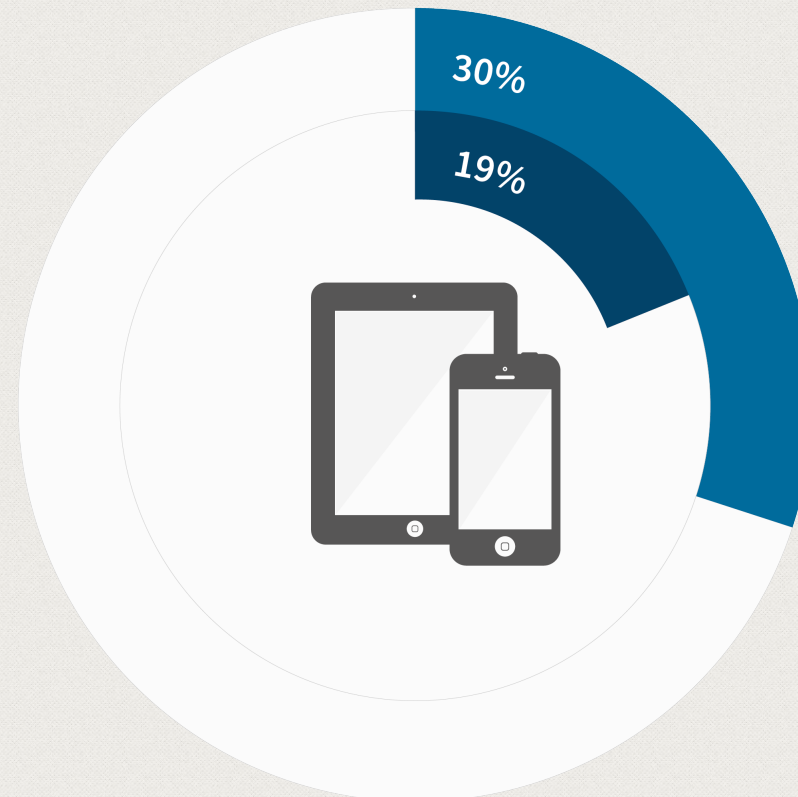
Der er over 7 mia. mobiltelefoner i verden

Sponsored by Quantum Umbrella ©QuantumUmbrella Ltd 2013

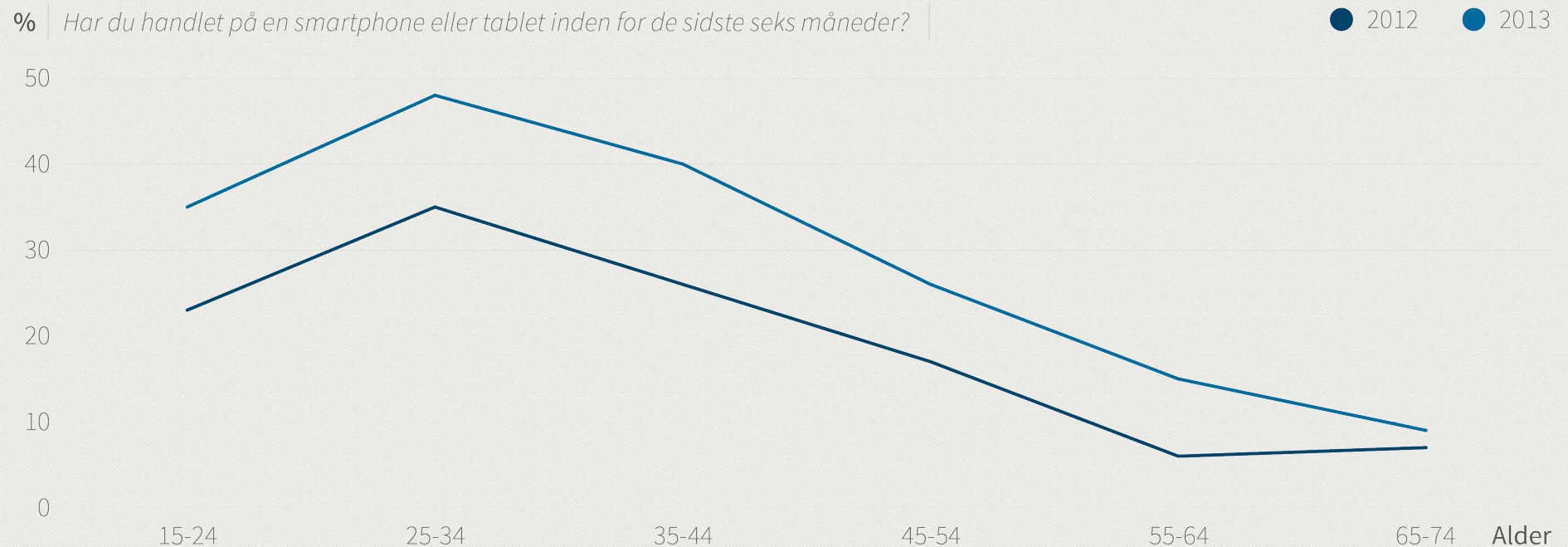
# +423.000 NYE FORBRUGERE PÅ MOBILEN I 2013

% | Har du handlet på smartphone eller tablet inden for de sidste seks måneder?

● 2012 ● 2013

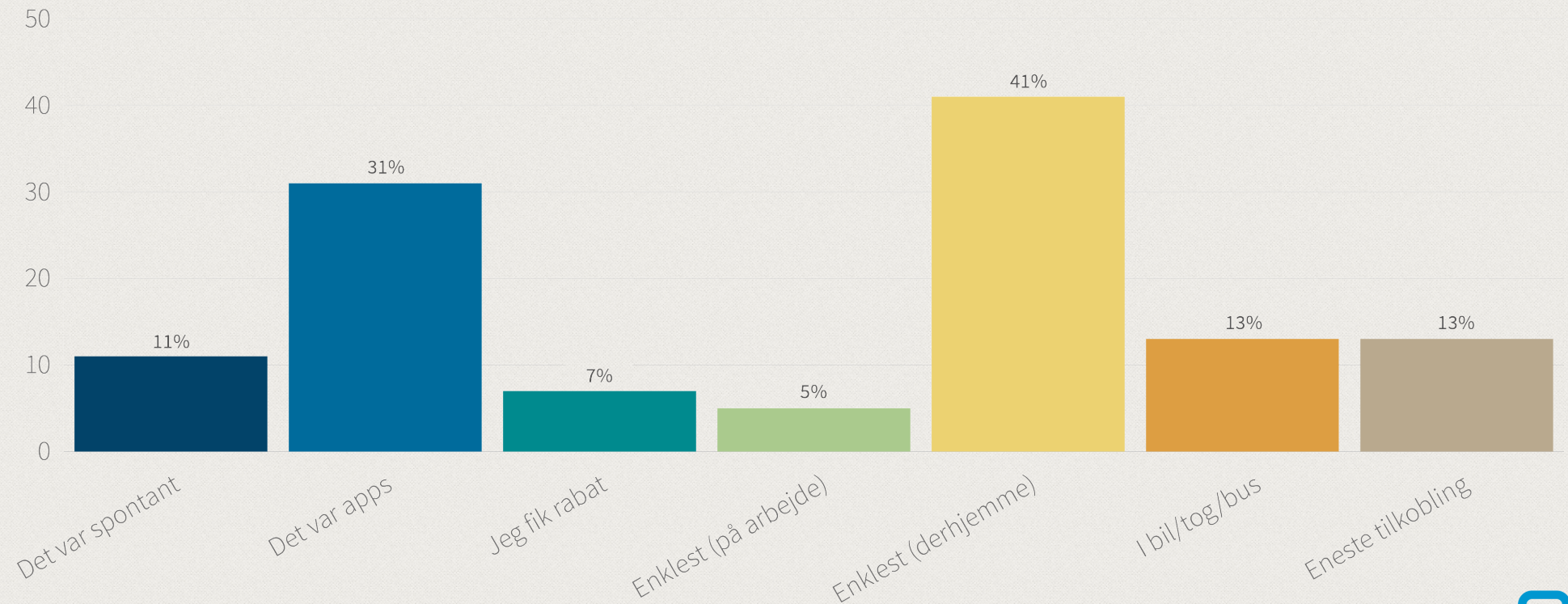


# DE UNGE UNDER 40 ER MEST AKTIVE



# HVAD DRIVER HANDEL PÅ MOBILEN

% | Hvorfor handler du på smartphone eller tablet?



# ALLE BRANCHER PÅVIRKES!

% | *Hvad har du købt på din smartphone eller tablet?*



19%

Elektronik



8%

Forbrugsvarer



9%

Boligindretning



20%

Rejser



33%

Media



25%

Mode



13%

Personlig pleje



10%

Tjenester



14%

Andet



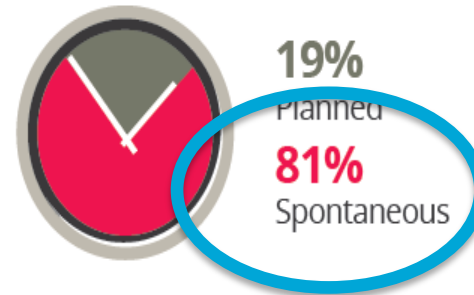
# OG DER ER PENGE AT HENTE

## Online shopping is a multi-screen activity



67% of people have used multiple devices sequentially to shop online

Smartphones' accessibility enables spur of the moment shopping



Google™

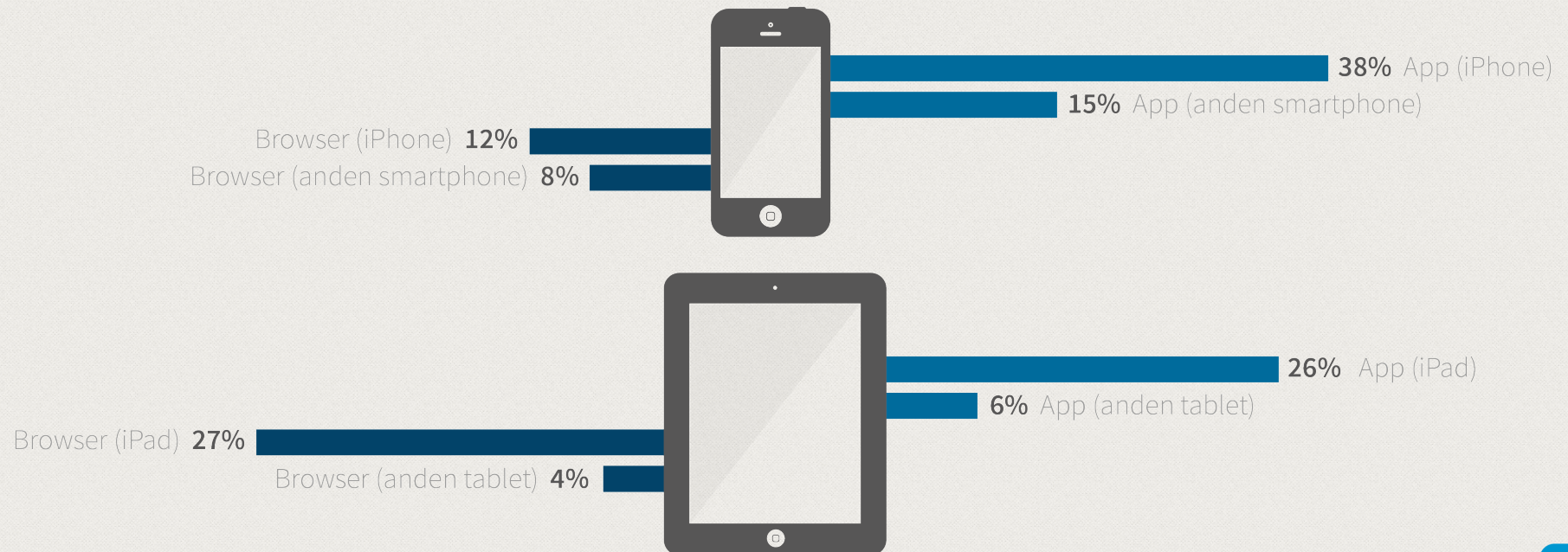
Source: Google/Ipsos/Sterling, 2012





# TENDENSEN ER FLERE KANALER

% | Hvordan har du købt produkter eller tjenester på din smartphone eller tablet inden for de sidste seks måneder? |  
Af dem som har handlet på smartphone eller tablet – sum over 100%



# MULTI-SCREEN ER IKKE KUN MOBIL

Consumers move between multiple devices to accomplish their goals

90%

of people use multiple screens sequentially



Popular cross device activities



81%

Browsing the Internet



67%

Shopping Online



46%

Managing Finances



43%

Planning a trip

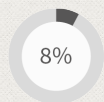
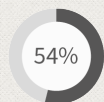
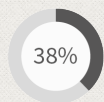
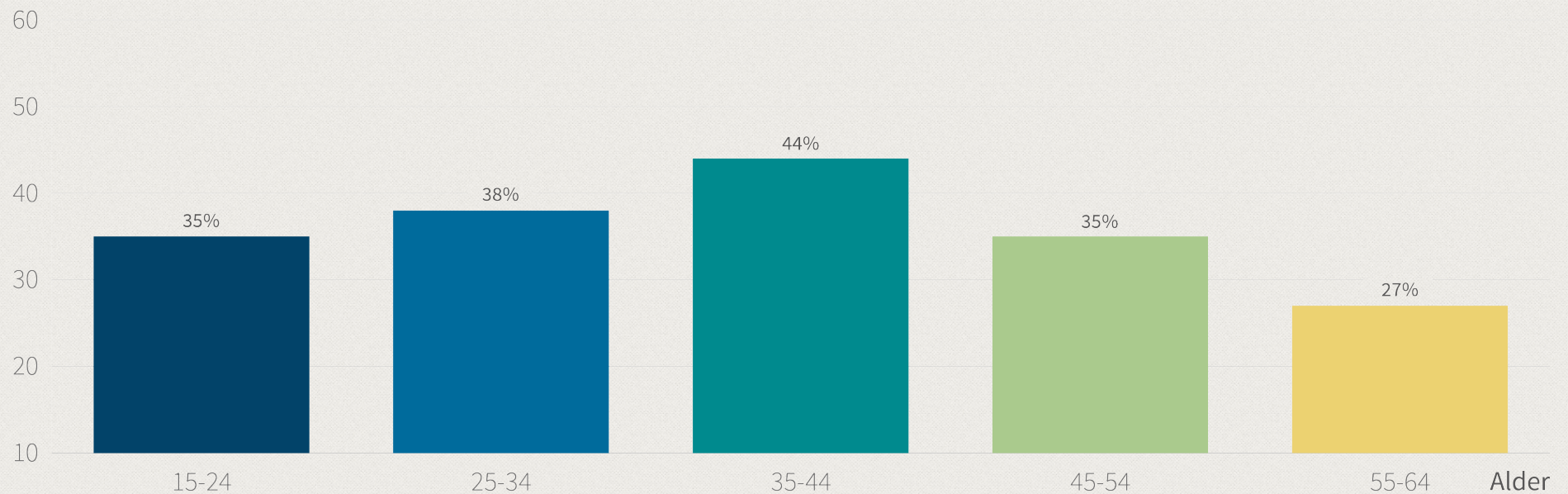


Search is the most common way consumers continue from one device to another



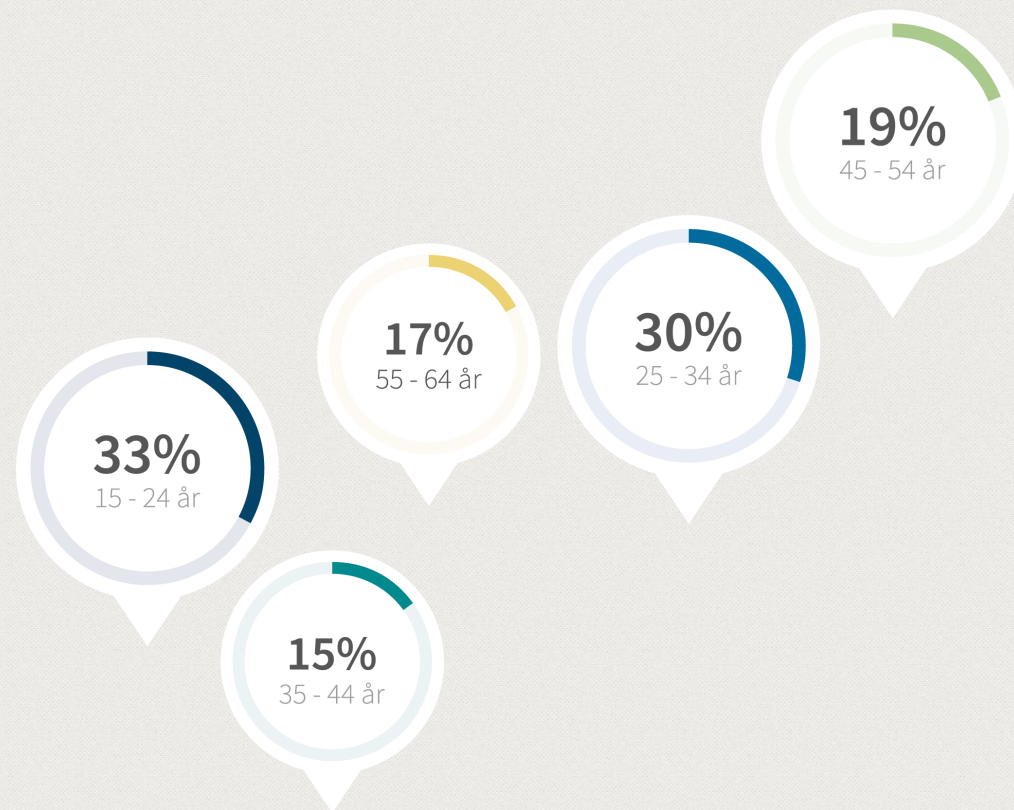
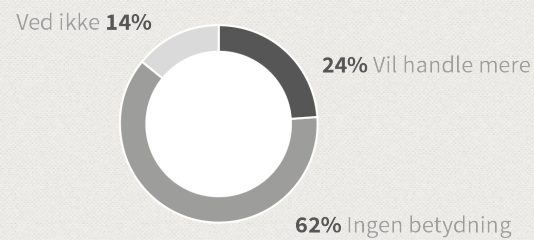
# OG ENKELT BETYDER ALTSÅ ENKELT

% | Har du afbrudt et køb, fordi websitet ikke var tilpasset din smartphone eller tablet?



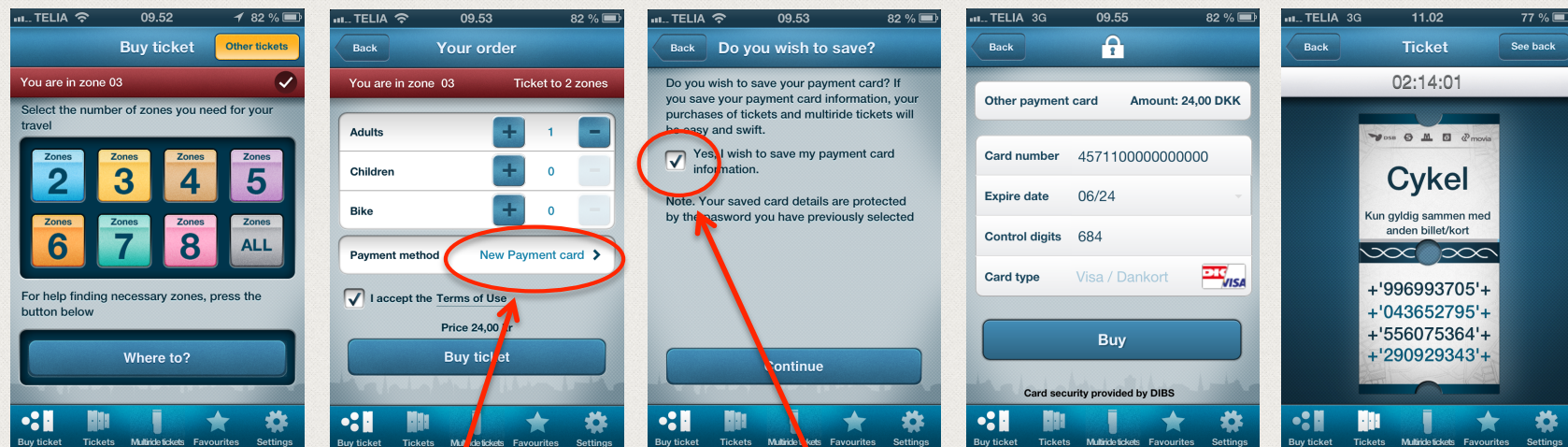
# OG DET BETALER SIG AT HJÆLPE

% | *Ville du handle mere på din smartphone eller tablet, hvis du slap for at angive kortinformation hver gang?*



# EKSEMPEL FRA VIRKELIGHEDEN

FØRSTE GANG EN FORBRUGER ANVENDER APP'EN



New payment card

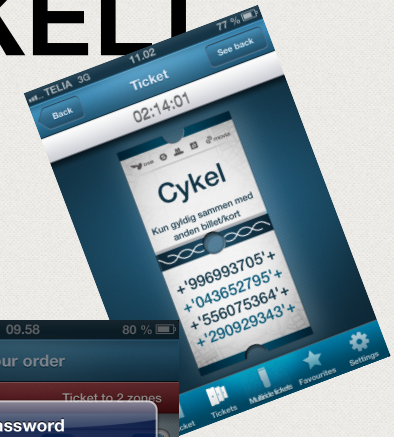
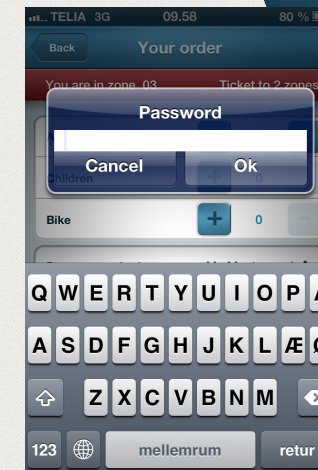
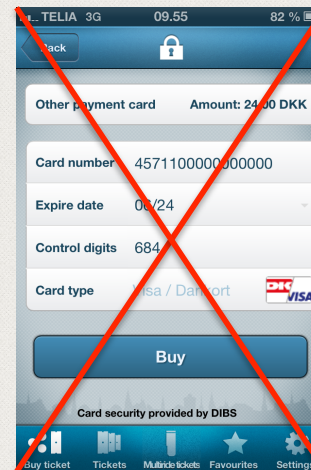
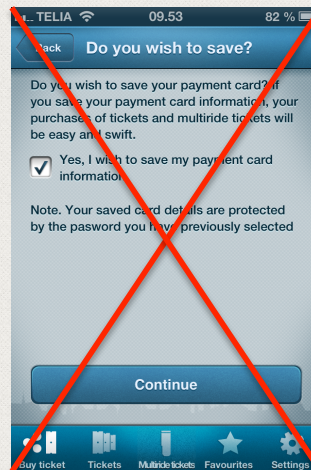
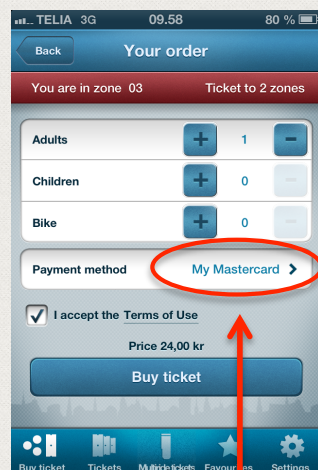
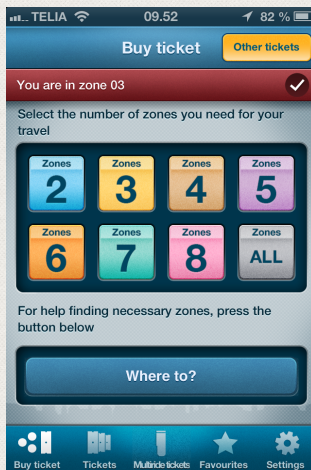
Save card details



# NÆSTE KØB ER NU MEGET ENKELT

ANDEN GANG EN FORBRUGER ANVENDER APP'EN

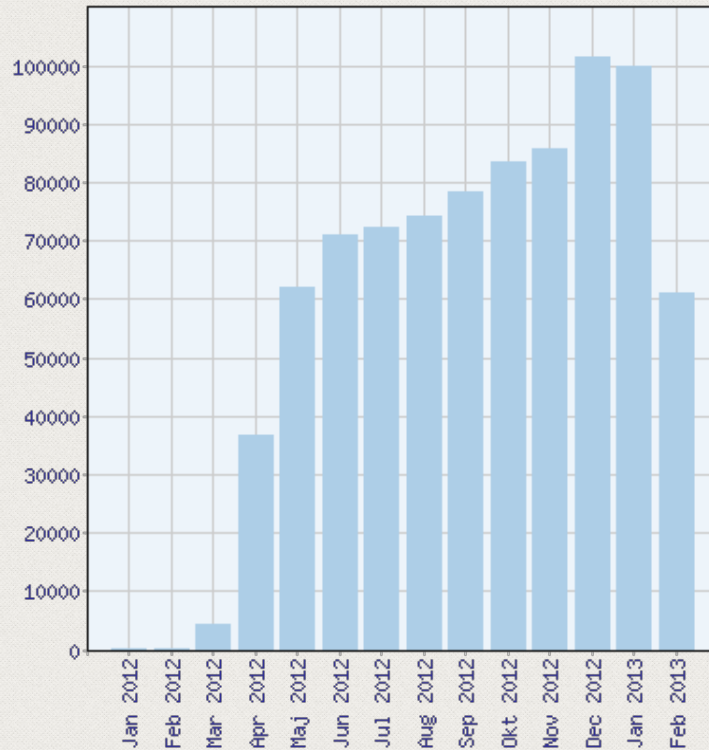
Sparer to skridt!



Gemt betalingskort



# OG KUNDERNE ELSKER DET



Fra 4.000 transaktioner den første måned til over 100.000 transaktioner per måned...

...på mindre end et år!

**Forbedring  
på 2400%**



**TAK FOR JERES OPMÆRKSOMHED**

