SPECIAL REPORT

FIELD AGENT® PRESENTS

# THE DIGITAL SHOPPER

*Insights into Today's Most 'Connected' Customers*

# DIGITAL RETAIL
# AWAITING A TIPPING POINT

Let’s face facts: Shoppers who go online to purchase “everyday” items like groceries and household consumables are still in the minority.

In fact, a Field Agent screener of 9,088 U.S. adults conducted in March 2018 found only 18% of shoppers presently purchase fresh groceries online, and 26% go online for packaged groceries.

***But that’s really not the point, is it?***

After all, the reason business professionals and analysts are currently so fixated on digital retail, particularly as it touches on low margin categories like groceries, has less to do with present usage than potential usage. Many clearly expect a tipping point for such retail sometime in the quickly approaching future.

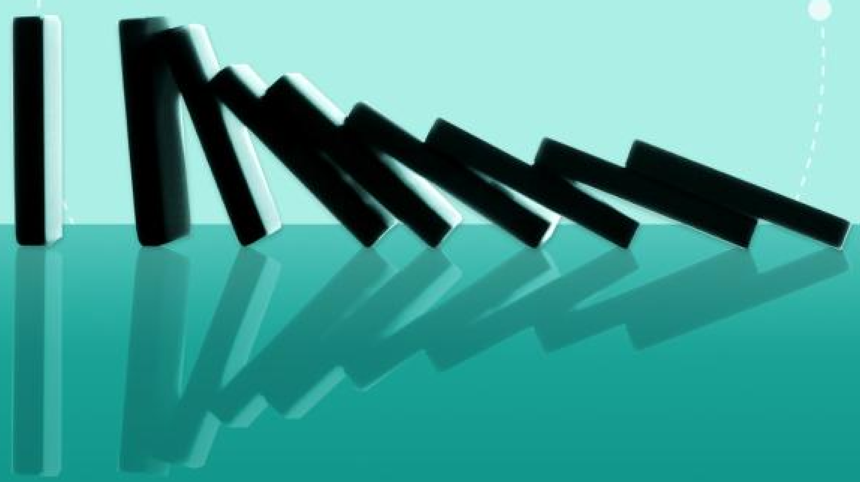
Soon, buying peanut butter and paper towels online could be the rule rather than the exception.

Which partly explains the sense of urgency among retailers, brands, and agencies to understand digital shoppers—those individuals who buy more than the occasional book or gift online, those individuals whose daily consumption needs are met in large part by ecommerce.

Enter *The Digital Shopper*, Field Agent’s special report exploring several pressing questions about today’s most ‘connected’ customers. Encompassing thousands of survey and mystery shop responses, this report offers precious insight into, potentially, the emerging majority: those shoppers who purchase “everyday” products online.

***So as others merely wait on a tipping point, we trust this report will help you serve today’s digital minority even as it helps you prepare for tomorrow’s digital majority.***

***Wishing you and your company great success.***



# TABLE OF **CONTENTS**




**EDITOR-IN-CHIEF**
**Chris Medenwald, PH.D.**
*chris.medenwald@fieldagent.net*

**DIRECTOR**
**Katherine Beebe**
*katherine.beebe@fieldagent.net*

**DESIGNER**
**Samuel Gray**
*samuel.gray@fieldagent.net*

**PUBLIC RELATIONS**
**Cory Nelson**
*cory.nelson@fieldagent.net*

**VIDEO MANAGER**
**Kyle Stück**
*kyle.stuck@fieldagent.net*

**RESEARCH ANALYST**
**Hannah Holloway**
*hannah.holloway@fieldagent.net*


ENDCAPS AND INSIGHTS

The Field Agent Blog, *Endcaps & Insights*, offers a steady stream of information and insights from the ever-changing world of retail

**Subscribe to the Blog**

# MEET THE
# DIGITAL SHOPPER

In March 2018, Field Agent screened 9,088 members of its panel of more than one million U.S.-based agents. Of these, 1,848, or 20%, indicated they shop online for ***at least three of the following four categories: packaged groceries, fresh groceries, household cleaning supplies, and/or personal care supplies.***

This subset of 1,848 shoppers thus represents the most connected type of shopper: those who purchase "everyday" items like groceries and household consumables* online. Such digital shoppers rely on ecommerce to satisfy many of their daily needs.

*Throughout this report we define "household consumables" (HC) as "non-grocery, non-durable goods like cleaning supplies, detergent, toilet paper/paper towels, pet supplies, baby supplies, personal care items, etc."

### *May we introduce the digital shopper...*

### 100% buy groceries and household consumables online

90% Also buy **Clothes** online

86% Entertainment

83% Home Goods

81% Personal Electronics

79% Footwear

80% buy groceries/HC online from **Amazon.com**

71% Walmart.com

42% Target.com

74% buy more than one-tenth of their groceries/HC online

16% buy more than half online

71% have a standard Amazon Prime membership

6% Prime with the Fresh add-on

72% use **in-store pickup** to retrieve groceries/HC purchased online

68% packaged goods

47% curbside pickup

16% local delivery

90% use **smartphones** to purchase groceries/HC

68% laptop computer

42% tablet

41% desktop

15% smart speaker

Demo reference: Study 1

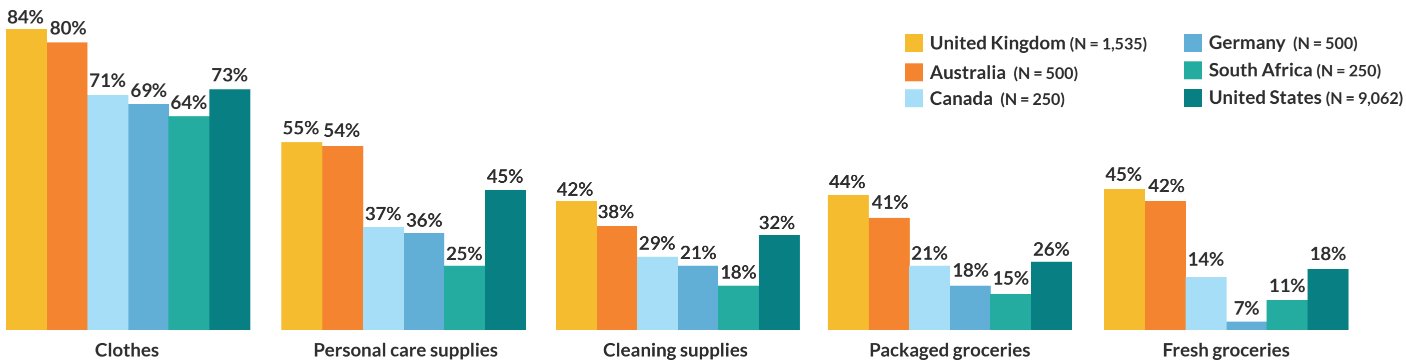
# BY COMPARISON:

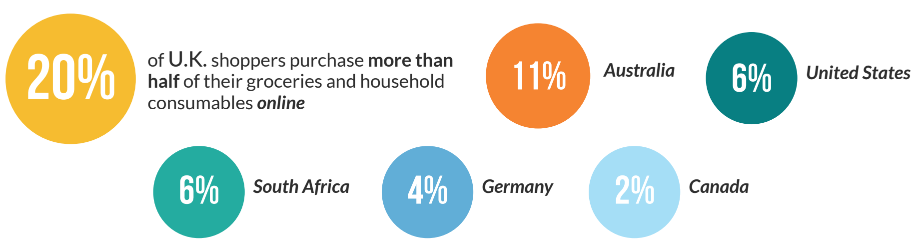
# SHOPPERS AROUND THE WORLD

**To further illuminate and differentiate the digital shopper as presented on page 4**, below we offer insights on the general shopper population.

With operations in eight countries and growing, Field Agent regularly serves companies with their cross-border auditing and insights needs. Below we incorporate insights from five major international markets.

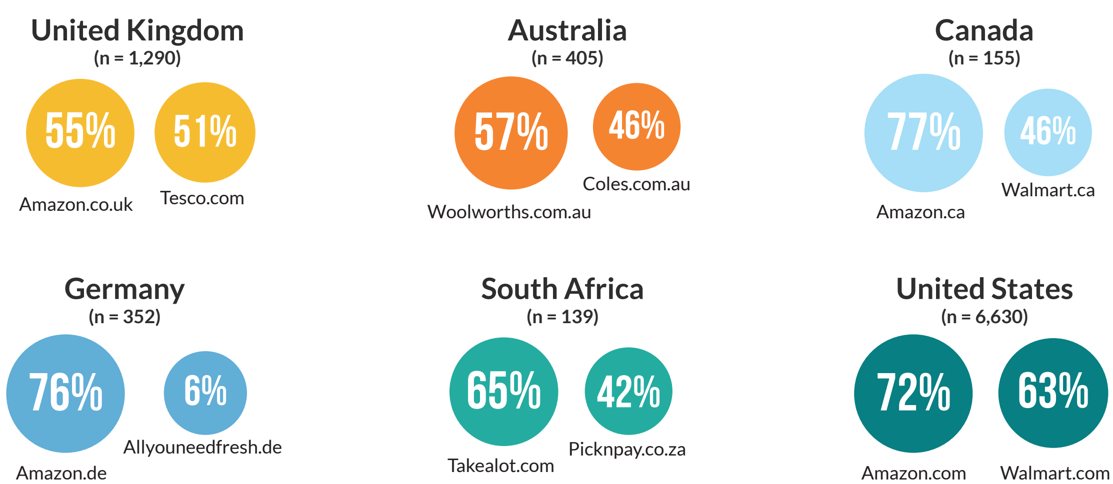
## What do shoppers purchase online?




## Top online retailers for purchasing groceries and/or household consumables—by country

Among those who purchase groceries/household consumables online




Demo reference: Study 1 (U.S. data)

# THE DIGITAL SHOPPER'S JOURNEY

For all the attention paid to "the shopper's journey," precious little is actually known about the *digital* shopper's journey. Below, Field Agent maps out this journey from start to finish, highlighting some of the key decisions and actions of individuals shopping online for groceries/household consumables.

This map is based on post-shop surveys with 451 digital shoppers. Each participant completed this survey immediately after buying at least $30 of groceries/household consumables from an online retailer **for local pickup or in-town delivery.**

Field Agent scrutinized each agent submission to ensure participants had just completed an "online grocery-shopping trip." To qualify, participants were required to submit screenshots/photos showing what they purchased, when they purchased it, and how much they spent.

## #1 PRE-SHOPPING

**55%** created a **shopping list** before going online

**12%** prefilled their **digital shopping carts** with planned purchases

**Those who made a shopping list** [1]

**69%** Made a handwritten shopping list

**Those who did not make a shopping list** [2]

**67%** Just remembered what they needed

**46%** Repeated all or some purchases from the past

### Gathering Info & Savings
## BEFORE SHOPPING VS DURING SHOPPING

| | Before Shopping Online | During Shopping Online |
|---|---|---|
| Inventoried kitchen cabinets/refrigerator | 57% | 38% |
| Took requests from household members | 56% | 43% |
| Searched for digital/paper coupons | 21% | 20% |
| Researched meal recipes | 20% | 13% |
| Looked through retailer's weekly ad/circular | 18% | 17% |
| Compared prices between online retailers | 13% | 12% |
| Researched nutritional info/ingredients | 6% | 16% |
| Read product reviews | 2% | 4% |

## #2 SHOPPING ONLINE

**69%** shopped for & purchased everything in just one "sitting" or session

**10%** three or more sittings

**7%** "completed" some shopping through **auto-refills**

**Top categories purchased today...**

**65%** fresh produce

**65%** chilled dairy products

**38%** salty snacks

**34%** fresh meat

**33%** canned foods

**39%** did **not** buy fresh produce because they prefer to inspect it in-person [3]

**36%** plan a store trip to purchase fresh produce

**57%** bought **mostly** what was on their shopping list today [1]

**29%** bought **only** what was on their list

**65%** made at least one unplanned purchase today

**Top unplanned purchases made today...** [4]

**31%** fresh produce

**23%** salty snacks

**18%** frozen meals

**14%** candy/chocolate

*1 – Among shoppers who used a shopping list (n = 247)*
*2 – Among shoppers who did not use a shopping list (n = 204)*
*3 – Among shoppers who did not buy fresh produce online (n = 159)*
*4 – Among shoppers who made unplanned purchases (n = 294)*
*5 – Among shoppers who will make an additional in-store trip to complete their shopping (n = 352)*

# #3 POST-SHOPPING

**59%** were completely or very likely to make an in-store trip to complete shopping

**22%** not very/not at all likely

**Top reasons for making in-store visit...** (5)

**37%** need to buy items from a **different** retailer

**33%** don't like buying certain items online

**33%** want to take advantage of sales/coupons

**24%** forgot something while shopping online

**22%** some items online were unavailable

**70%** will buy fresh produce on their additional store visit (5)

**84%** were completely or very satisfied with their designated pickup/delivery time slots

**62%** checked receipt/order confirmation for accuracy

**35%** checked pickup or delivery status

**8%** saved some or all of today's purchases to make it easy to repeat the purchases in the future

# RETAILER SATISFACTION

**How satisfied were shoppers with the online shopping and buying experience today?**

*% completely or very satisfied...*

| 94% | 92% | 91% | 91% |
|---|---|---|---|
| Kroger (n = 67) | Walmart (n = 261) | Amazon (n = 32) | ***Overall*** (N = 451) |

*The % by retailer encompasses all acquisition methods and partnerships (e.g., pickup and/or delivery)*

# ABOUT THIS STUDY...

**Where did digital shoppers purchase their groceries/household consumables?***

- Walmart Pickup - 59%
- Kroger-Checklist/Kroger-Instacart - 15%
- AmazonFresh Delivery/Pickup - 7%
- Target-Shipt - 3%
- Meijers-Shipt - 2%
- Fred Meyer-Instacart - 2%
- Smith's Grocery-Instacart - 2%
- Publix-Shipt - 2%
- Sam's Club Pickup/Instacart - 1%
- Costco-Instacart/Costco-Google Express - 1%
- Safeway-Instacart - 1%
- Whole Foods-Instacart - 1%
- H-E-B Instacart/H-E-B Shipt - 1%
- Aldi-Instacart - 1%
- Frys-Clicklist - 1%
- ShopRite Pickup/Delivery - 1%
- HyVee Pickup/Delivery - 1%
- Sprouts-Instacart - 1%

*Field Agent limited the number of times certain online retailers could be represented in the study, thus ensuring a variety of online retailers. Consequently, the information above is only meant to describe the sample and not to demonstrate which online retailers are comparatively more popular among digital shoppers.

12 other retailers were represented in the study, but none of these were shopped by more than two participants.

**How did digital shoppers acquire their purchases?**

- Curbside pickup - 72%
- Local delivery - 19%
- In-store pickup - 9%

Note: Not meant to describe the relative prevalence of methods, only to describe the sample

**What devices did digital shoppers use?**

- Smartphone apps (not smartphone browser) – 63%
- Laptop computer – 22%
- Smartphone web browser (not apps) – 15%
- Desktop computer – 14%
- Tablet computer – 5%
- Other – 1%

Note: Field Agent asked participants to identify all devices they used at any point in the planning-shopping-purchasing process

Demo reference: Study 2

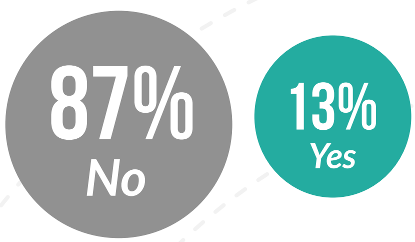
*1 – Among shoppers who used a shopping list (n = 247)*
*2 – Among shoppers who did not use a shopping list (n = 204)*
*3 – Among shoppers who did not buy fresh produce online (n = 159)*
*4 – Among shoppers who made unplanned purchases (n = 294)*
*5 – Among shoppers who will make an additional in-store trip to complete their shopping (n = 352)*

IT'S AUTOMATIC:

# ONLINE SUBSCRIPTIONS

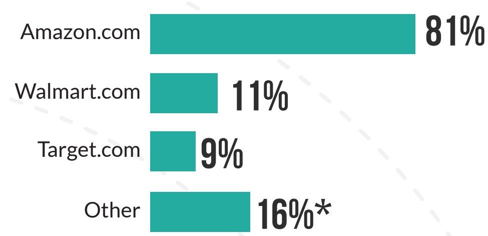
Field Agent surveyed 2,047 online shoppers to understand the popularity of online subscriptions that automatically reorder previous purchases of packaged groceries and household consumables

**Do you have one or more online subscriptions to automatically reorder packaged groceries and/or household consumables?**




**With which online retailers do you currently have subscriptions?**

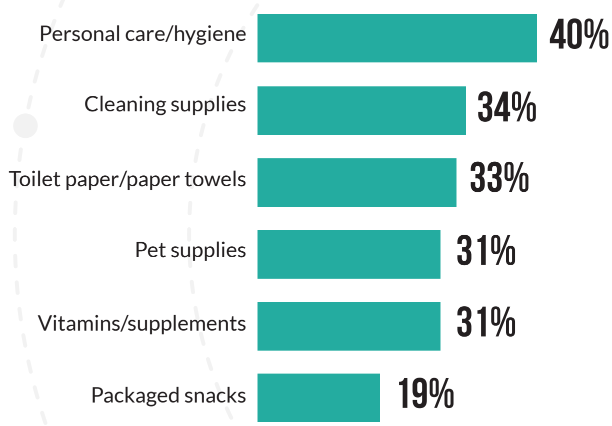
*Among those who have online subscriptions for packaged groceries/household consumables (n = 258)*




**Chewy.com was the top write-in*

**For which product categories do you currently have an online subscription?**

## TOP 5...

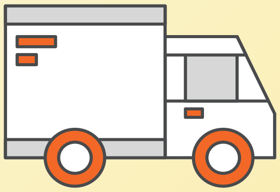



*Among those who have online subscriptions for packaged groceries/household consumables (n = 258)*



Demo reference: Study 8

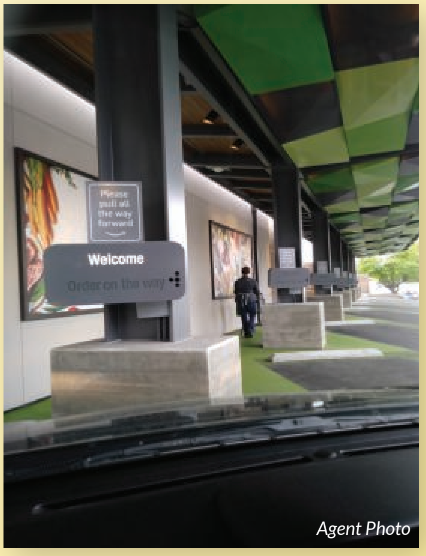
# PICKUP & DELIVERY INSIGHTS



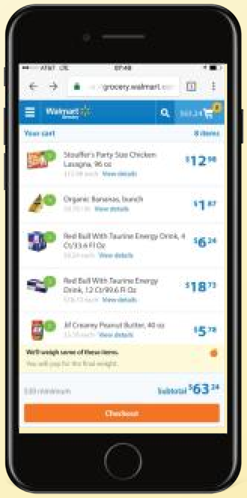
Field Agent provides the images, information, and insights you need to develop and optimize pickup and delivery services. ***From start to finish.***


## Shopper Insights

We crowdsource over one million smartphones to capture shopper's attitudes and intentions toward pickup/ delivery services




Agent Photo




## Online Ordering Insights

Through the Field Agent mobile app, customers can show you any stage of the pickup/delivery process, even ordering online

Agent Photo


## Pickup & Delivery Insights

Photos and video let you see your pickup and delivery operations, and your competitors', as customers see them. Track the pickup/delivery landscape over time

*Field Agent Has Pickup & Delivery in the Bag*

**Get Started Today**

## The Product Listing Page:

# A SHOPPER-GUIDED TOUR

Jointly, the product listing page (PLP) and product detail page (PDP) are ground zero in the fight for online shoppers and their dollars. It's where sales are made…and sales are lost.

Field Agent surveyed 2,071 online shoppers to understand their attitudes and behaviors toward PLP and PDP pages.

How often do you filter PLP results in these ways?

Online Shoppers ▸ Attitudes & Behaviors

### PRICE

| Filter By | |
|---|---|
| Always | 26% |
| **Often** | **49%** |
| Sometimes | 20% |
| Rarely | 4% |
| Never | 2% |

### BRAND NAME

| Filter By | |
|---|---|
| Always | 3% |
| Often | 15% |
| **Sometimes** | **37%** |
| Rarely | 35% |
| Never | 10% |

### SHIPPING/PICKUP OPTIONS

| Filter By | |
|---|---|
| Always | 10% |
| Often | 27% |
| **Sometimes** | **29%** |
| Rarely | 24% |
| Never | 10% |

### STAR RATINGS/REVIEWS

| Filter By | |
|---|---|
| Always | 9% |
| **Often** | **37%** |
| Sometimes | 29% |
| Rarely | 16% |
| Never | 8% |

### PRODUCT FEATURE

| Filter By | |
|---|---|
| Always | 6% |
| Often | 27% |
| **Sometimes** | **40%** |
| Rarely | 20% |
| Never | 7% |

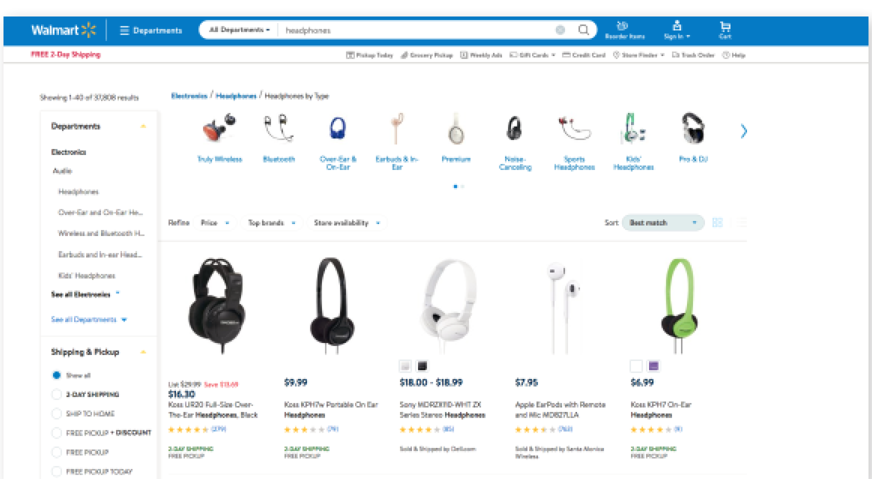
Which layout do you prefer?

**49%** Grid View

**48%** List View

Generally, how many different listings do you scroll through before arriving at the product you wish to buy?

| | |
|---|---|
| 1-3 listings | 9% |
| 4-6 listings | 24% |
| 7-10 listings | 26% |
| 11-15 listings | 13% |
| 16-20 listings | 11% |
| 21+ listings | 17% |




Product Listing Page Example



Demo reference: Study 3


# The Product Detail Page:
# A SHOPPER-GUIDED TOUR

N = 2,071

*What parts of the PDP drive online sales?*

Which of these PDP features are **extremely or very influential** to shoppers' online purchase decisions?

- 83% Product images/photos
- 82% Product descriptions/specs
- 75% Product reviews (from customers)
- 64% Star ratings
- 45% Comparison charts
- 45% FAQs
- 36% Product Video
- 33% Product recommendations

Product Description Page Example

Which one PDP feature is ***most*** influential to your online purchase decisions?

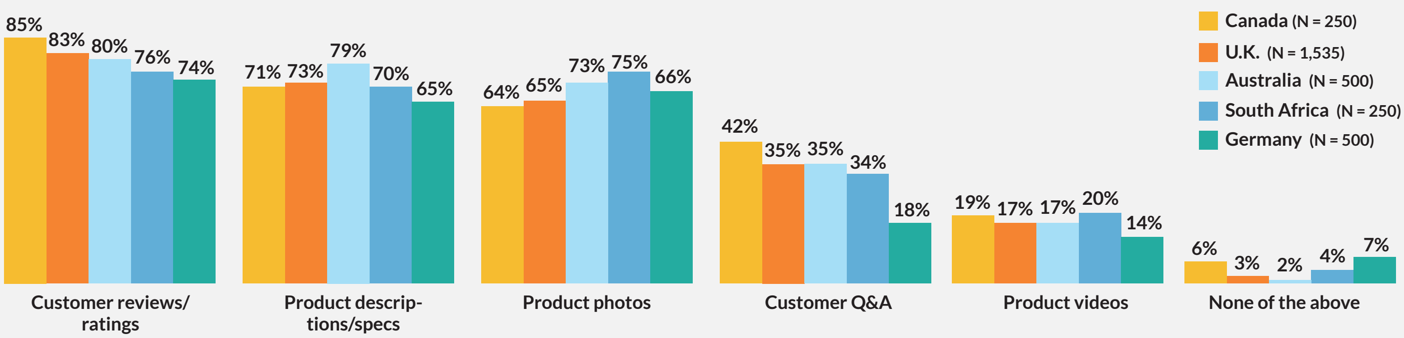
- **Product reviews - 32%**
- **Product descriptions/specs - 30%**
- **Product images/photos - 17%**

If you could have only one visual aid to guide your online purchase decisions, which would it be?

- **Conventional, head-on photos - 34%**
- **360-degree photos - 29%**
- **Up-close, detail photos - 14%**
- **Product video - 12%**

## GLOBALLY SPEAKING: THE PDP

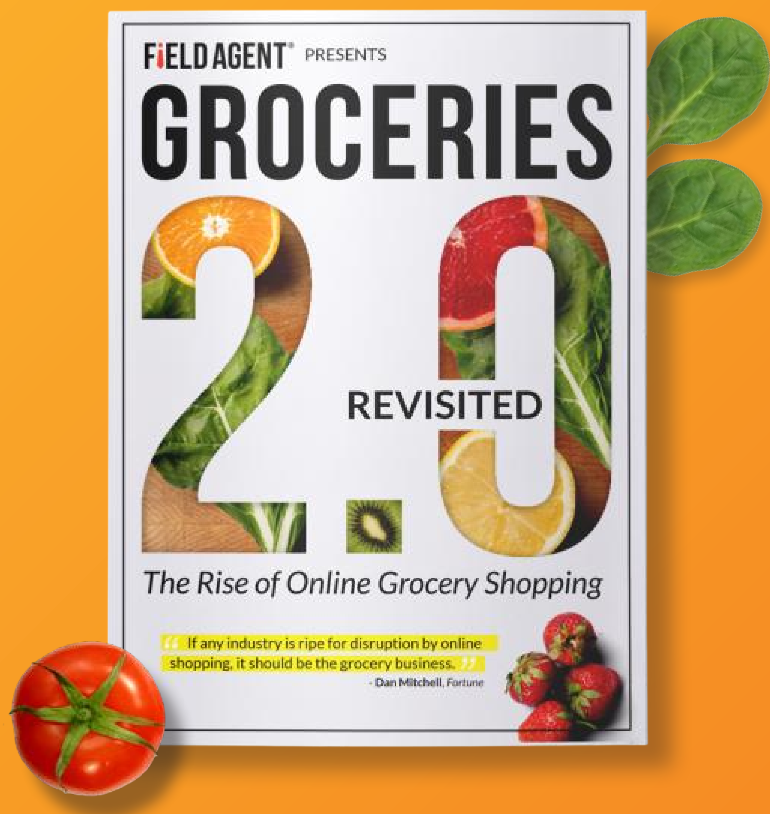
Which PDP features have ***strong influence*** over your online purchase decisions?




Demo reference: Study 3 (U.S. Data)

# HUNGRY FOR MORE INSIGHTS?

Field Agent's special report, *Groceries 2.0 Revisited*, investigates the rise of online grocery shopping. This free report examines grocery pickup, grocery delivery, meal kits, and several state-of-the-art shopping technologies.




Claim Your Free Copy Now!

# DIGITAL PENNY-PINCHERS

What are the most common methods by which shoppers "pinch pennies" when shopping online?

***Field Agent asked.***

Among 2,048 online shoppers:

**86%** use PROMO CODES

**70%** COUPONS


**60%** MEMBERSHIP programs/cards

**19%** BROWSER EXTENSIONS (e.g., Honey, Wikibuy)

Demo reference: Study 8

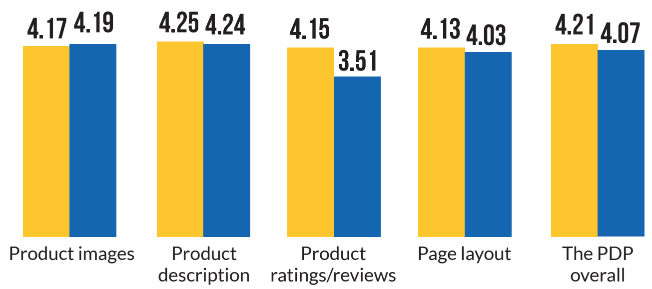

## LET'S GET READY TO RUMBLLLLLLE...

Online retailers Amazon.com and Walmart.com are competing heatedly for shoppers' dollars.

So Field Agent enlisted over 1,000 agents to rate the online retailers' product-detail pages, for a random product. Group A, consisting of 516 agents, researched Black & Decker's 10-speed "Crush Master" blender on Amazon.com, while Group B, consisting of 517 agents, researched the same product on Walmart.com. No agent belonged to both groups.

Agents then rated each retailer's PDP on several dimensions. They also captured screenshots, displayed on the following page, of the most helpful part of their assigned PDP.

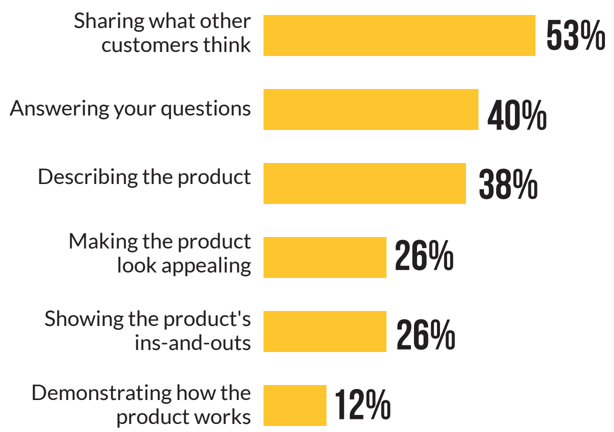
**On a scale from 1-5, where 5 is "very good" and 1 is "very poor," rate the following dimensions of your assigned retailer's PDP**





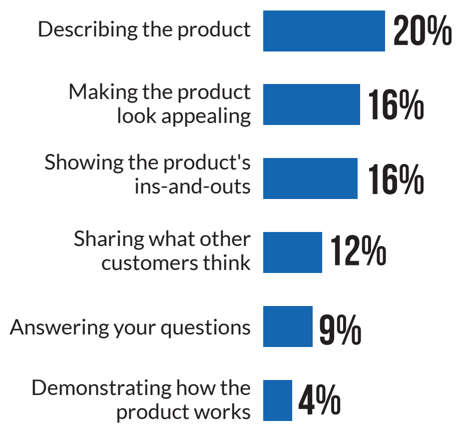
*Agent Photos*

**Based on your experience today, what do Amazon.com's PDPs do better than Walmart's?**




Among Group A participants who had previously shopped at Walmart.com (n = 433)

**Based on your experience today, what do Walmart.com's PDPs do better than Amazon's?**




Among Group B participants who had previously shopped at Amazon.com (n = 491)

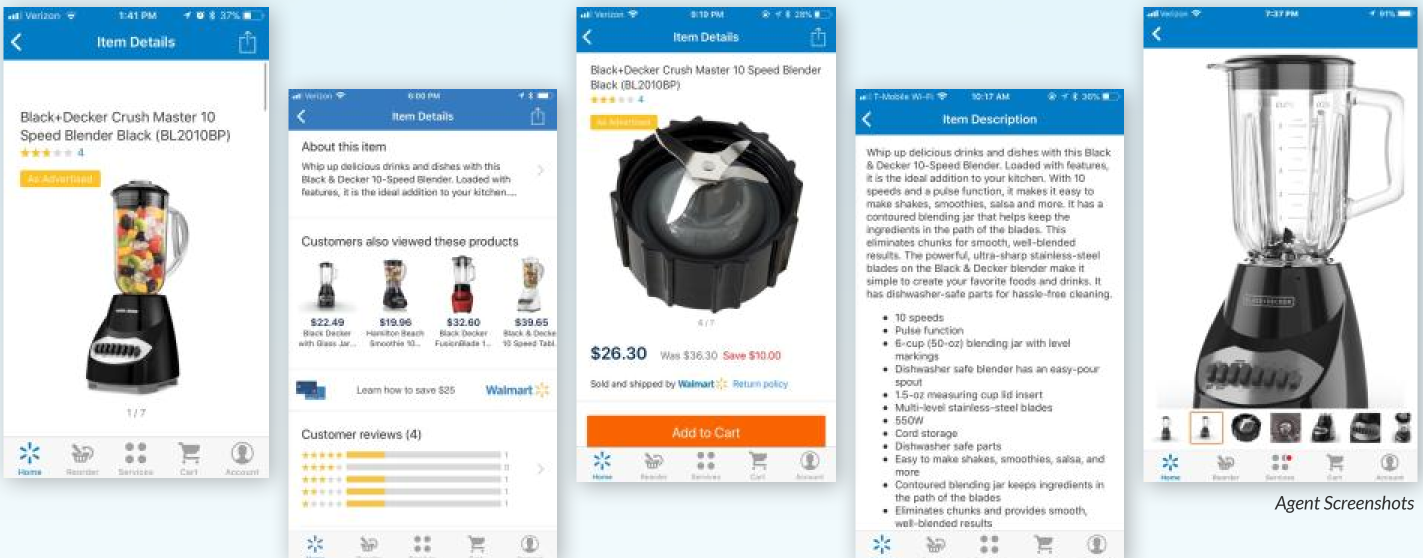


Demo reference: Study 4 (Amazon) / Study 5 (Walmart)

# PDP SCREENSHOTS

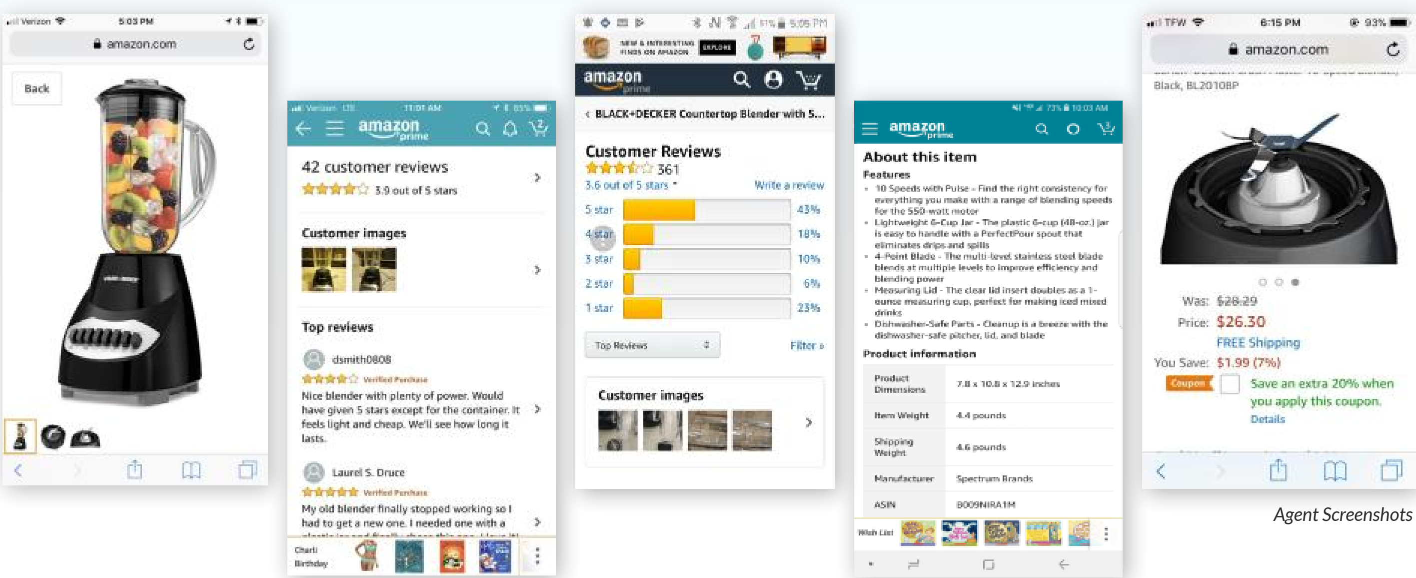
Participants took screenshots of the most helpful feature on their assigned retailer's product detail page

## Walmart



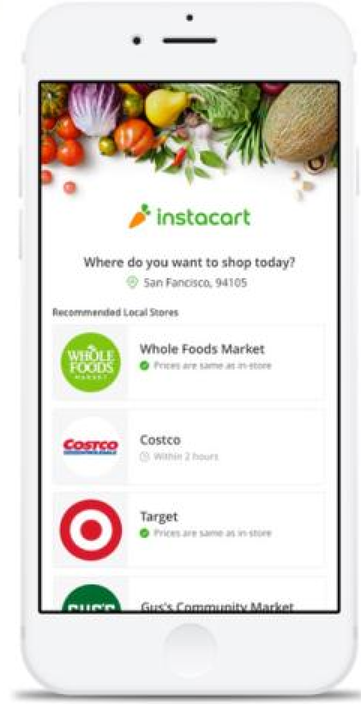

*Agent Screenshots*

## amazon




*Agent Screenshots*

# the instacart experience




Grocery-delivery service Instacart presently boasts an impressive—and growing—list of retail partners, including Kroger, Costco, Safeway/Albertsons, Whole Foods Market, and Sam's Club.

Field Agent recruited 20 shoppers to try and rate the Kroger-Instacart experience, from shopping for Kroger groceries online to receiving the Instacart delivery at home.

All participants were required to purchase at least $35 of groceries, including at least one fresh item, from Kroger through the Instacart website. Every participant was a first-time Instacart user.


*Click to see what shoppers think of Instacart*

**75%** said it was easier than expected to use Instacart online

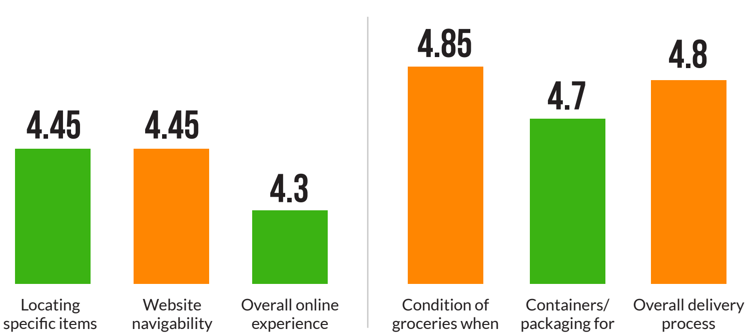
**95% rated the fresh items they received as either extremely or very *fresh***

**95%** reported ***on-time*** deliveries

**Of 267 total items ordered, only 6% were product or brand *substitutions***

**75%** of these first-time users reported being completely or very likely to use Kroger-Instacart again

**On a scale from 1-5, where 5 is "very good" and 1 is "very poor," rate the following dimensions of your Kroger-Instacart experience.**




**easy** most common words to describe instacart

**convenient**

**fast**



Demo reference: Study 6


*The Right Combination?*

# amazon locker AT WHOLE FOODS

The Amazon era is in full swing at Whole Foods Market, and perhaps nothing makes this more apparent than the conspicuous presence of Amazon Lockers inside Whole Foods stores across the country. These sleek-looking lockers afford Amazon.com customers a convenient alternative to front-door, package delivery and its security and quality concerns.

Field Agent enlisted 20 shoppers to make purchases at Amazon.com, which they then designated for delivery to an Amazon Locker inside a Whole Foods Market. In all, 18 of 20 participants were first-time Amazon Locker users.


*Click to see Amazon Lockers through the eyes of shoppers*

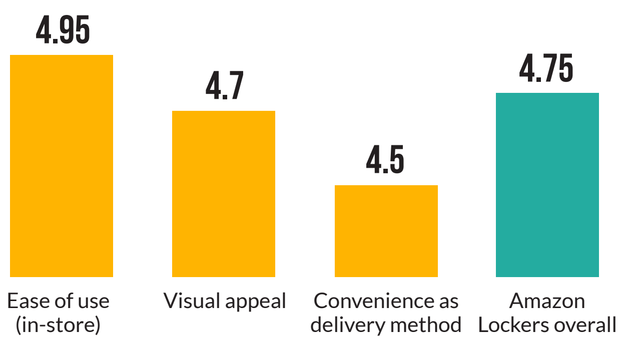
**90% indicated it was easy to opt for Amazon Locker delivery through Amazon.com**

> *Very easy and cool...*

> *If I was ordering an expensive or fragile item, I would use Amazon Lockers, otherwise I would probably just use home delivery.*

*- Agent Quotes*

**On a scale from 1-5, where 5 is "very good" and 1 is "very poor," rate the following dimensions of the Amazon Locker service.**




**65% are completely or very likely to use Amazon Lockers again (particularly when receiving costly, delicate, or secretive items), but only 15% said they prefer Amazon Lockers over front-door delivery**

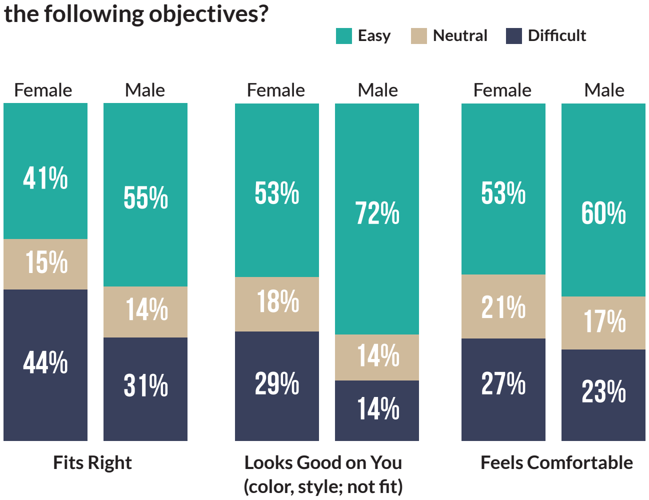
Demo reference: Study 7

# Sizing it Up

# HOW COMMON IS SHOPPING FOR CLOTHES ONLINE?

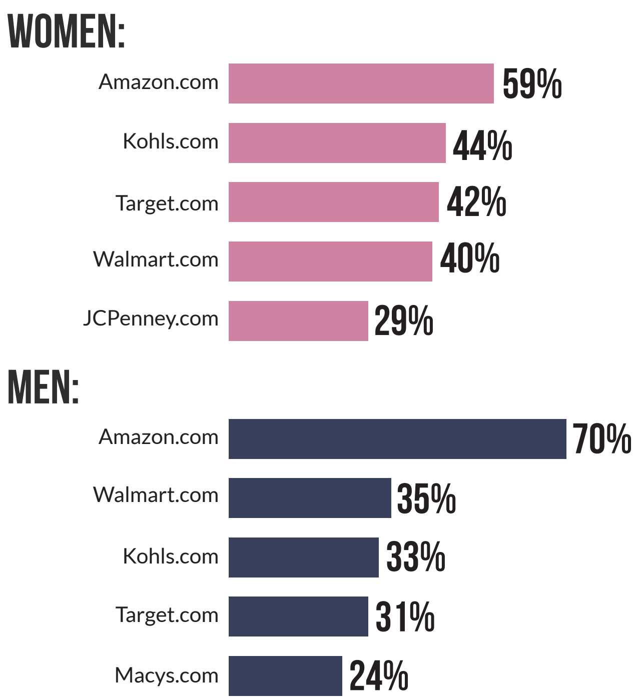

Field Agent surveyed 2,091 shoppers about their online clothing purchases


**How easy/difficult is it to shop online for clothes that satisfy the following objectives?**




*Among online shoppers who purchase clothing online (n = 1,707)*
*Female (n = 1,187) Male (n = 518)*

**From which online retailers do you purchase clothing?**




*Among online shoppers who purchase clothing online (n = 1,707)*

**Top 3 Reasons for NOT buying clothes online?**

**63%** Can't get RIGHT FIT without trying on

**56%** Need to see how color/ style look on me

**50%** Need to examine up-close and personally

*Among online shoppers who do not purchase clothing online (n = 321)*



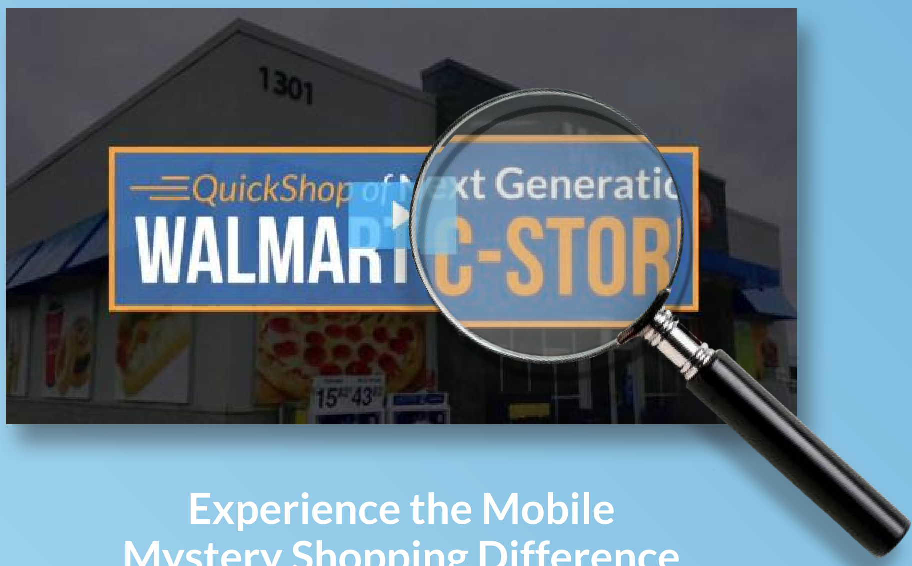
Demo reference: Study 8

# MYSTERY SHOPPING. REIMAGINED.

Field Agent has radically reimagined mystery shopping to offer retailers of all kinds a simpler, faster, altogether better way to collect customer experience insights. We crowdsource your customers' smartphones to gauge store experience, online experience, staff engagement, store conditions, and product usage.

*Case Study:*

**Mobile Mysery Shop of Next Generation Walmart C-Store**




## Experience the Mobile Mystery Shopping Difference

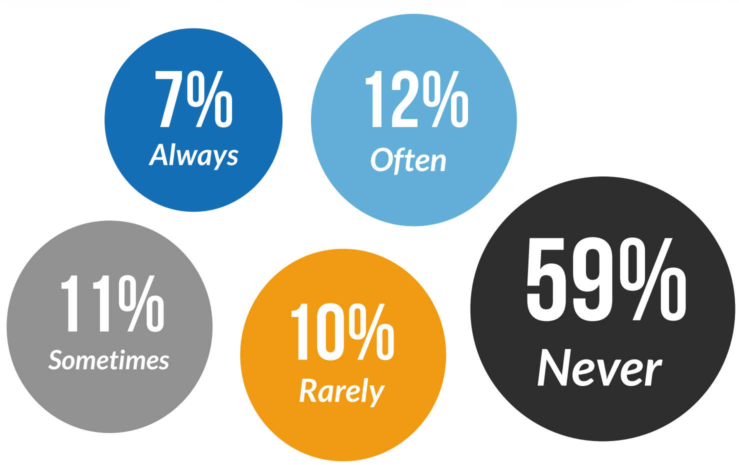
- ✓ Lower costs
- ✓ Photos and videos
- ✓ Shorter field times
- ✓ Shorter questionaires
- ✓ Actual customer perspectives
- ✓ Real-time dashboard
- ✓ Easier store-level execution
- ✓ No shopper training

# amazonsmile
SHOPPING FOR A CAUSE

Field Agent wondered, do Amazon customers actually take advantage of the AmazonSmile program, which donates a portion of their purchases—at least, those transacted through the smile.amazon.com subdomain—to a charity of the shopper's choice?

To find out, we surveyed 1,863 Amazon shoppers.
We asked...

*Of all the times you've shopped with Amazon, how often have you shopped through the AmazonSmile program?*






Demo reference: Study 8

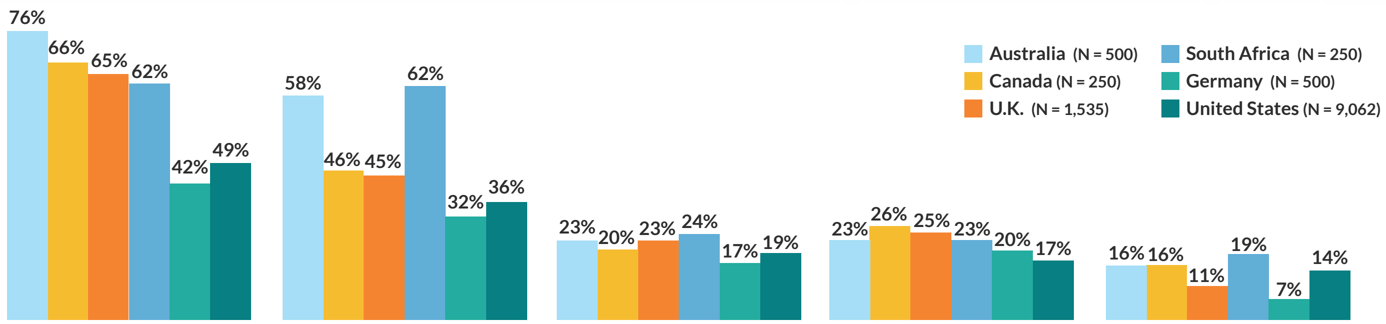
# *Globally Speaking:*
# DIGITAL PROMOTION

## *Email is Still King*

To determine the most effective digital promotions, Field Agent suveyed 12,097 shoppers across six markets

As you can see, regardless of country, email appears to be the most influential form of digital promotion, among the types presented in the survey.

**What digital promotions, if any, have ever triggered shoppers to make online purchases?**




## *A World of Insight on Digital Shoppers*

With operations in eight countries and growing, Field Agent has its finger on the pulse of digital shoppers and omnichannel operations around the globe.

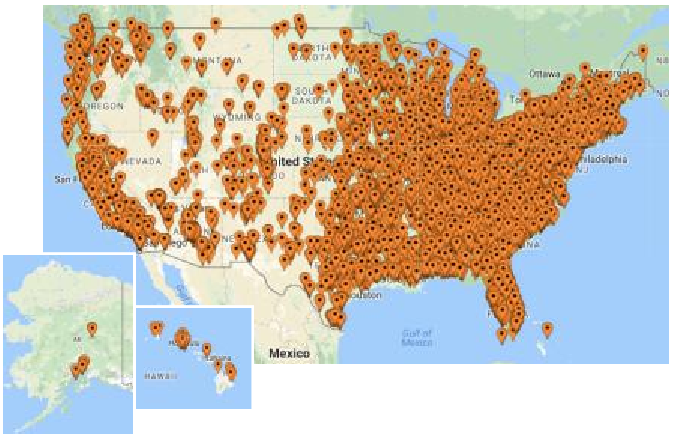

Demo reference: Study 8

# METHODS & DEMOS

*The Digital Shopper* encompasses 14 mobile studies across six countries, completed between February 20, 2018 and March 20, 2018. All studies were conducted entirely through the Field Agent mobile app, and all participants were adults and smartphone owners at least 18 years of age.

## DOMESTIC SURVEY LOCATIONS

This report contains 15,359 unique, U.S.-based survey responses



## MYSTERY SHOP LOCATIONS

This report contains 40 unique mystery shop responses

Amazon Lockers @ Whole Foods  Kroger-Instacart

# DEMOGRAPHICS

Cross-reference the number assigned to various pages throughout the report with the demographic information below.

### STUDY 1 (N = 9,621)

| | |
|---|---|
| Female: | 66% |
| Male: | 33% |
| 18-24: | 9% |
| 25-34: | 30% |
| 35-44: | 33% |
| 45-54: | 19% |
| 55-64: | 8% |
| 65+: | 2% |

### STUDY 2 (N = 451)

| | |
|---|---|
| Female: | 80% |
| Male: | 20% |
| 18-24: | 2% |
| 25-34: | 32% |
| 35-44: | 44% |
| 45-54: | 15% |
| 55-64: | 7% |
| 65+: | 1% |

### STUDY 3 (N = 2,100)

| | |
|---|---|
| Female: | 66% |
| Male: | 34% |
| 18-24: | 4% |
| 25-34: | 28% |
| 35-44: | 35% |
| 45-54: | 22% |
| 55-64: | 10% |
| 65+: | 2% |

### STUDY 4 (N = 516)

| | |
|---|---|
| Female: | 68% |
| Male: | 32% |
| 18-24: | 7% |
| 25-34: | 31% |
| 35-44: | 32% |
| 45-54: | 21% |
| 55-64: | 8% |
| 65+: | 0% |

### STUDY 5 (N = 517)

| | |
|---|---|
| Female: | 71% |
| Male: | 29% |
| 18-24: | 1% |
| 25-34: | 22% |
| 35-44: | 37% |
| 45-54: | 25% |
| 55-64: | 13% |
| 65+: | 2% |

### STUDY 6 (N = 20)

| | |
|---|---|
| Female: | 80% |
| Male: | 20% |
| 18-24: | 0% |
| 25-34: | 45% |
| 35-44: | 30% |
| 45-54: | 0% |
| 55-64: | 20% |
| 65+: | 5% |

### STUDY 7 (N = 20)

| | |
|---|---|
| Female: | 60% |
| Male: | 40% |
| 18-24: | 0% |
| 25-34: | 40% |
| 35-44: | 30% |
| 45-54: | 20% |
| 55-64: | 10% |
| 65+: | 0% |

### STUDY 8 (N = 2,091)

| | |
|---|---|
| Female: | 67% |
| Male: | 33% |
| 18-24: | 4% |
| 25-34: | 24% |
| 35-44: | 34% |
| 45-54: | 24% |
| 55-64: | 12% |
| 65+: | 2% |

### INTERNATIONAL MARKETS:

**Australia: N = 500**

**Canada: N = 250**

**Germany: N = 500**

**South Africa: N = 250**

**United Kingdom: N = 1,535**

# YOUR EYES & EARS IN THE DIGITAL AGE

Wherever business takes your products, customers, and operations in the digital age, Field Agent is ready to capture pictures, answer questions, and keep you in the know about the latest digital developments. In stores, in homes, and practically anywhere in between.

Field Agent has digital retail covered.

**Contact Us**