

## Your Digital Footprint

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SIOUX FALLS, SD - Every website you visit, how often, how much time you spend there and when you decide to buy is all being tracked by marketers. It's called your "digital footprint," and it's giving insight into your buying habits.

It's always good to know your customer, but these days, customers can be more complicated and there are so many choices available online. That's why marketers do a lot of research on your habits.

"So they're collecting a little bit of information every time you visit a site and you're telling them a little more about you and your purchase behavior because they can also track where you go and where you've come from. There's a lot of information we unknowingly leave behind," Augustana Marketing Director Jaciel Keltgen said.

New research shows that the number of times a consumer visits a website is the best indicator that they're actually going to buy. The days of the week consumers visit a website also play a role in both the intent to buy and how loyal they are to a brand.

"I think a lot of purchasing happens on Thursdays and Fridays in anticipation of the weekend, or following weekend, depending on delivery. Very seldom are we willing to spend money on Monday and Tuesdays because we have probably checked our bank balances over the weekend, gotten a fresh look at the situation and trying to hold off on purchases," Keltgen said.

Measuring human behavior has always been an inexact science. But it's no coincidence you get all those discount offers and "flash sales" in your inbox later in the week.

"Consumer behavior is just a mystery all the time to marketers and the more we can understand why they behave the way they do, the more likely we can send them the right message at the right time, so they can act," Keltgen said.

One way to block your footprint is by using a secure browser through HTTPS. That means your connection is encrypted, so no one will see what searches you're doing and what pages you've been reading.