

CHICAGO, IL, September 17, 2013 /**24-7PressRelease**/ -- Anthem Marketing Solutions has released the sixth installment of its semi-annual study comparing online and in-store pricing of consumer goods across a range of commonly purchased categories. The key findings in this study were that:

- Essentially, pricing parity has been reached between the online and offline channels: there is now a 50/50 chance for any given product to be found cheaper in either channel- Online retailers have been more aggressively price-matching across different price tiers- Most multi-channel retailers offer preferential pricing through the online channel

A few specific trends were observed across price tiers. Products priced under \$20 maintain a clear in-store preference. However, 77% of the products priced from \$5-\$100, favored the online channel. These results show significant differences from previous studies and suggest retailers have executed an overall shift in pricing strategies across multiple price tiers.

This study also included the addition of four new product categories: books, beauty, fitness and home improvement. The four new categories were examined to provide a better understanding of items commonly purchased by consumers. Of these categories, the beauty category was the most notable as a convenience product category that would have been expected to favor the offline channel, but that in fact offer a 100% advantage for the online channel.

View the entire study here: <http://www.anthemedge.com/index.php?/news/pr/online-vs-in-store-study-shows-a-50-50-chance-of-finding-products-cheaper>

About Anthem Marketing Solutions Recognized by Inc. Magazine as one of the nation's fastest growing companies, Anthem Marketing Solutions provides data-driven solutions to today's omni-channel marketers, focusing on growing long-term customer value. Learn more about our products & services at anthemedge.com or email us at info@anthemedge.com