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Contact: Daniel Dalley (CEO)  
Company: Cashillion UK Limited  
Address: (Head Office) Fort Dunlop,  
Fort Parkway,  
Erdington, Birmingham  
B24 9FE  
Email: [enquiries@cashillion.com](mailto:enquiries@cashillion.com)  
Website: <http://www.cashillion.com>  
[c14bbypp2zu0@m.youtube.com](mailto:c14bbypp2zu0@m.youtube.com)

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### **Survey Reveals Shopper Insights into Impending Online Retail Boom**

Most shoppers are ready for the shift from the high street to the Internet, a 2010 survey has shown

Birmingham, United Kingdom – Monday 2nd August 2010: An online shopping survey carried out earlier this year by Cashillion UK Limited has provided interesting results. The three question survey, initiated by 22 year old company CEO Daniel Dalley, could prove significant for both the high street and the online retailer.

The StoreSurvey.net survey asked whether shoppers carried out the majority of their shopping online, to which just under 72% voted 'Yes'. It also revealed that 71% of shoppers would prefer to shop online if they were given a points card for a particular website, and that 62% believe that 50% of all high street stores could close by the end of the year, due to effects from the Internet.

“With these results in mind, retailers should be seriously thinking about opening an online store” says Cashillion CEO Daniel Dalley, “whether they will run exclusively online or not, the web is clearly where customers are to be found.”

Having established in 2008 by 22 year old Daniel Dalley, Birmingham-based online marketing agency Cashillion UK Limited has seen a good portion of businesses find their niche within the online retail industry. Cashillion provide incentive schemes, competition sites, lead generation

sites and affiliate network platforms to customers, as a way of strengthening their online presence or beginning an advertising campaign. Another of Cashillion UK Limited's ventures over the past two years includes a site where shoppers can earn free cashback. They do so simply by visiting and buying from their favourite retailers, but through [www.livecashback.co.uk](http://www.livecashback.co.uk).

Whether Cashillion UK Limited's 3 part survey will prove prophetic still remains to be seen, but it has shown that shoppers are ready to move towards shopping mainly online. The results obtained should give new and existing online retailers a good idea of how to steer their campaigns to success.

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Cashillion UK Limited  
United Kingdom

<http://www.cashillion.com>