Shopper Journey

Uncover the "why" behind consumer pre-purchase behaviors and preferences through online spending behavior patterns at the category, brand or retailer level, understanding the path to purchase experience and customer acquisition process.

DISCOVER
What actually triggers a purchase?

CONSIDER
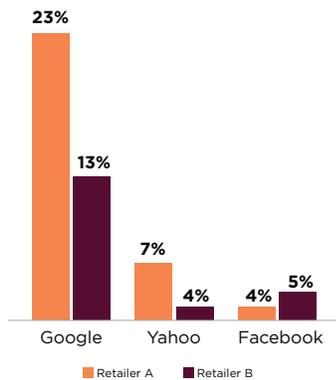Which products are being searched?

EVALUATE
Which brands or retailers are being considered?

REFERRAL SOURCES

Where do consumers start their buying journey?

Calculates where brands are over/under indexing among quantified referring sites that lead to a purchase.

Referring Sites Lead to Purchase

- Google: Retailer A 23%, Retailer B 13%
- Yahoo: Retailer A 7%, Retailer B 4%
- Facebook: Retailer A 4%, Retailer B 5%
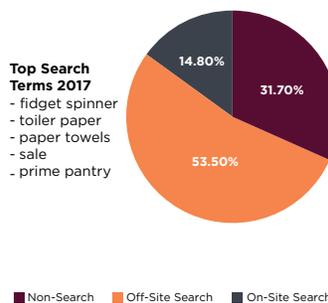
Legend: Retailer A, Retailer B

SEARCH INSIGHTS

Which key terms consumers use to shop?

Calculates percent of on-site and off-site seach terms that lead to online purchases.

Percent of Sales Starting with Search, 2017

Top Search Terms 2017
- fidget spinner
- toilet paper
- paper towels
- sale
- prime pantry

- 14.80%
- 31.70%
- 53.50%

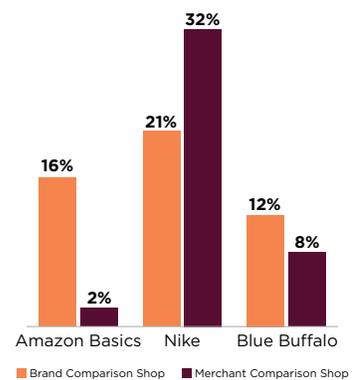Legend: Non-Search, Off-Site Search, On-Site Search

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COMPARISON SHOPPING

Which alternatives do consumers consider?

Calculates percent of online shoppers that viewed other brands or retailers before purchasing.

Comparison Shopping by Brand

- Amazon Basics: Brand Comparison Shop 16%, Merchant Comparison Shop 2%
- Nike: Brand Comparison Shop 21%, Merchant Comparison Shop 32%
- Blue Buffalo: Brand Comparison Shop 12%, Merchant Comparison Shop 8%

Legend: Brand Comparison Shop, Merchant Comparison Shop

Metrics Available: Percentage of Views, Units and Sales; Percentage of Purchase Sessions.

1010DATA

3⁺
YEARS OF DATA

MONTHLY
DATA UPDATES

5MM
PANELISTS TRACKED

USE CASES

CUSTOMER RETENTION

Leverage comparison shopping statistics to align with channel partners and drive higher loyalty through pricing and promotions strategies.

SEARCH OPTIMIZATION

Implement an SEO strategy that optimizes dollars by channel based on top searches.

EMERGING COMPETITION

Anticipate which brands or merchants are threatening customer retention and implement strategies to respond.

SITE OPTIMIZATION

Optimize content across product detail pages with search insights to organically drive page traffic.

ATTRIBUTION

Discover which referring source is driving the most traffic to your product pages.

1010data empowers retailers and manufacturers to anticipate and respond to changing consumer preferences with granular-level insights on purchasing behavior, both in-store and online.

We monitor the spending patterns of tens of millions of U.S. consumers dating back to 2011, which enables our clients to longitudinally understand trends and changes over time that result in quality decision-making to maximize returns.

1010DATA

For more than 20 years, 1010data has helped financial, retail and consumer goods customers monitor shifts in consumer demand and market conditions and rapidly respond with highly-targeted strategies. The 1010data Insights Platform combines market intelligence, data management, granular enterprise analytics, and collaboration capabilities to empower better business outcomes. More than 900 of the world's foremost companies partner with 1010data to power smarter decisions. To learn more, visit 1010data.com.