

Shopper Journey

Uncover the "why" behind consumer pre-purchase and conversion behaviors through online shopping and spending patterns at the category, brand or retailer level

Understand the path to purchase experience and customer acquisition process



DISCOVER

Which products are being searched?



CONSIDER

Which brands or retailers are being considered?



EVALUATE

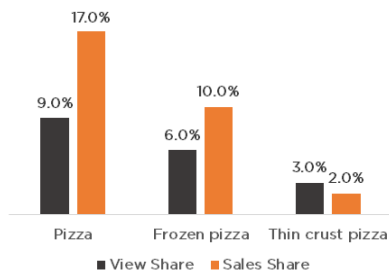
Are my products positioned appropriately?

SEARCH INSIGHTS

Which keywords are best indicators of purchase intent?

Calculates share of purchases attributable to each keyword.

Top Search Terms Leading to Frozen Pizza Purchases

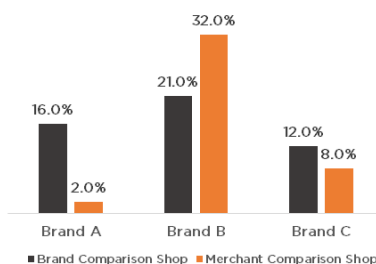


COMPARISON SHOPPING

Which alternatives do consumers consider?

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

Comparison Shopping by Brand

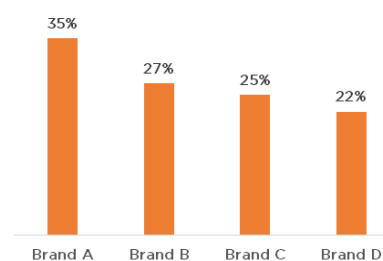


CONVERSION RATES

Which rivals are achieving best-in-category product page view to purchase efficiency?

Benchmark conversion rate performance by any combination of retailer, category, and brand selection.

Retailer.com Conversion Rate
Coffee Pods



HIGHLIGHTS

4⁺

YEARS OF DATA

MONTHLY

DATA UPDATES

2MM

PANELISTS TRACKED

USE CASES

COMPARISON SHOPPING

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

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.

INCREASE CONVERSION

Track conversion rates for different brands, retailers, or attributes to better understand consumer friction and their decision tree.

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.