

1010reveal Shopper Journey

Uncover the why behind consumer preferences through online spending behavior patterns at the category, brand or retailer level



Discover

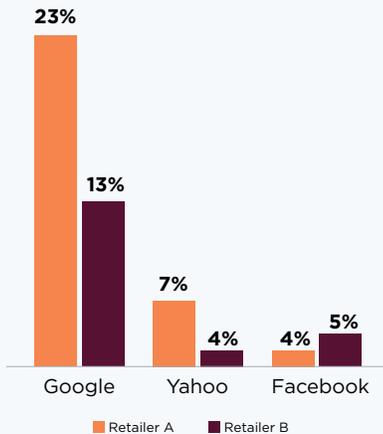
What actually triggers a purchase?

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 That Lead to Purchase



Percentage of Views, Units and Sales



Consider

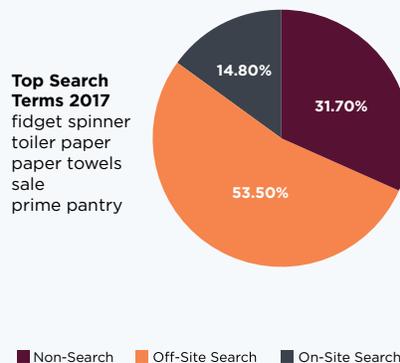
Which products are being searched?

Search Insights

Which key terms consumers use to shop

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

% of Sales Starting with Search, 2017



Percentage of Views, Units and Sales



Evaluate

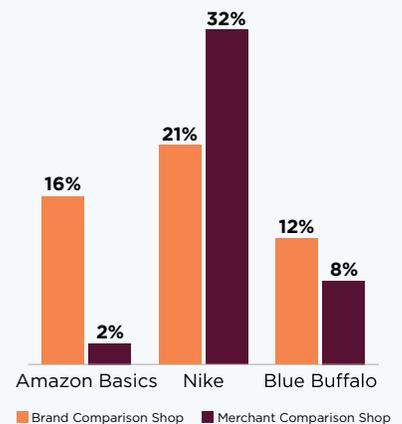
Which brands or retailers are being considered?

Comparison Shopping

Which alternatives do consumers consider?

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

Comparison Shopping by Brand



Percentage of Purchase Sessions

Metrics Available

Highlights

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

1010reveal 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