Gaming

STILL SEARCHING FOR
Base Index

04/03/03

SEARCH UPLIFT FOR  Streaming :    125%

TOP 3 SEARCHED FOR

USED TO BE SEARCHING FOR

connect with the 'remote control' consumer. Using dynamic, fresh and real-time onsite Search and interactions, Captify analyzes at-home preferences across the globe to understand what matters to consumers in their priorities—for the first time, and as restrictions heightened, importance shifted since Jan 1 with the top indexing audience being Sports Fans.

Captify is the largest holder of consumer search data outside of Google, and its unique technology understands the intent and interests of consumers across all content offerings. With streaming and gaming searches surging, Captify's onsite consumer search behavior and interactions are impacting how global interests are shifting and which brands on average are seeing the highest lift.

contenido

3.8X
6.2X
25.3X

TOP 3 ATTRIBUTES WHEN SEARCHING AROUND STREAMING:

Functionality
Content
Prices, Offers & Deals

TUNING IN AROUND THE WORLD

GLOBAL SEARCH VOLUME (%) FOR TOP STREAMING SERVICES:

Hulu

The Trends Desk

DEEP DIVE INTO GAMING

A DEEP DIVE INTO GAMING

TOP 10 MOST IMPACTING SEARCHED FOR GAMING CONSOLES:

Xbox One
PlayStation 4

3.8X
6.2X
25.3X

Searches for games by consumers:

TOP 3 SEARCHED FOR

FUNCTIONALITY

Content
Prices, Offers & Deals

TOP STREAMING SERVICES:

Hulu

With the crisis causing consumers to avoid shops for Food Deliveries, streaming services have increased their search volumes by 43%

Food & Cooking
Sporting Goods

CONSIDERATION TIME

Research time

ADDITIONAL KEY INSIGHTS

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March

KEY

SECOND

155.4% search uplift
534% surge
1054% search uplift
8.2% increase
108% search uplift

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