

REVIVAL

Consumer mindsets and vertical trends are evolving by the nanosecond.

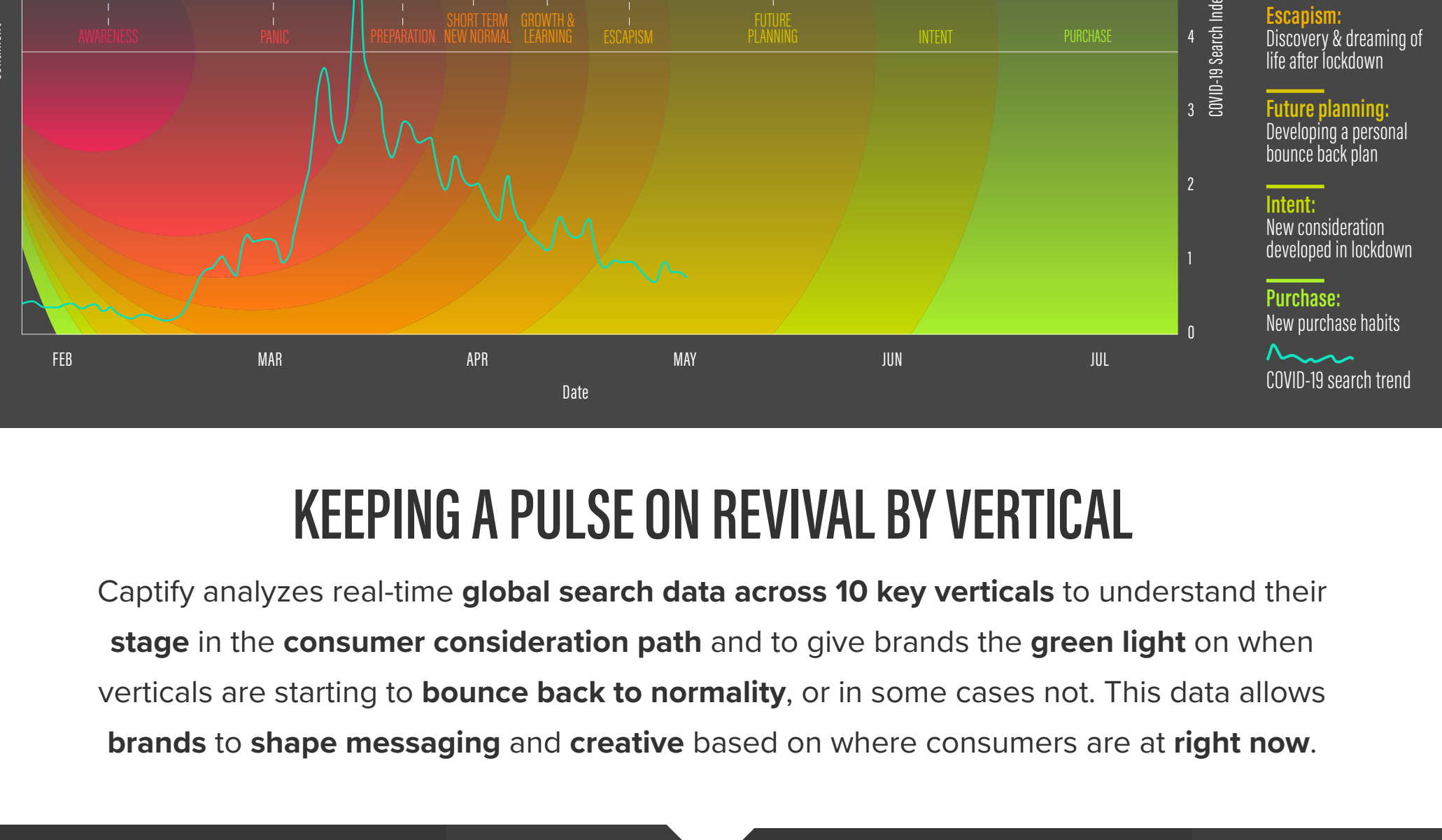
With **35 billion** dynamic monthly searches, Captify's **fresh** and **recent** Search Intelligence Data sees all of this **unfolding live** and in **real-time**.

This global data was collected from January 30, 2020 to May 1, 2020 from billions of monthly onsite searches that Captify captures across its premium publisher network.

THE REVIVAL INDEX

The **Revival Index** uses **dynamic, real-time search data** to help you keep a pulse on how audiences are **expanding** and **contracting** day-by-day, **signaling** how consumers **feel** and **monitoring** when **verticals** are indicating **bounce back**.

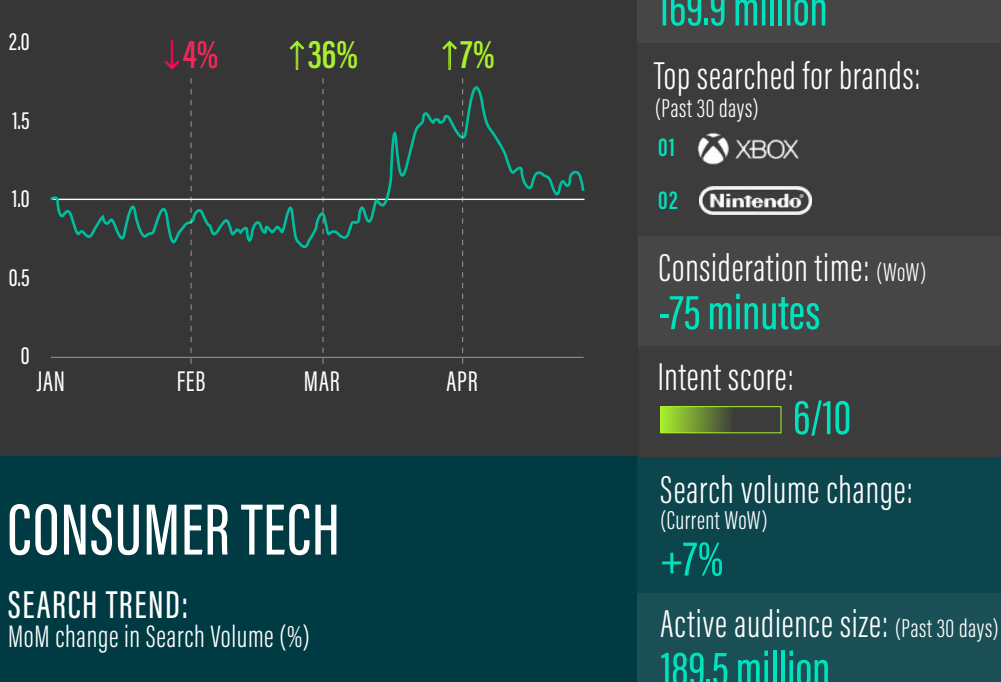
CONSUMER CONSIDERATION PATH



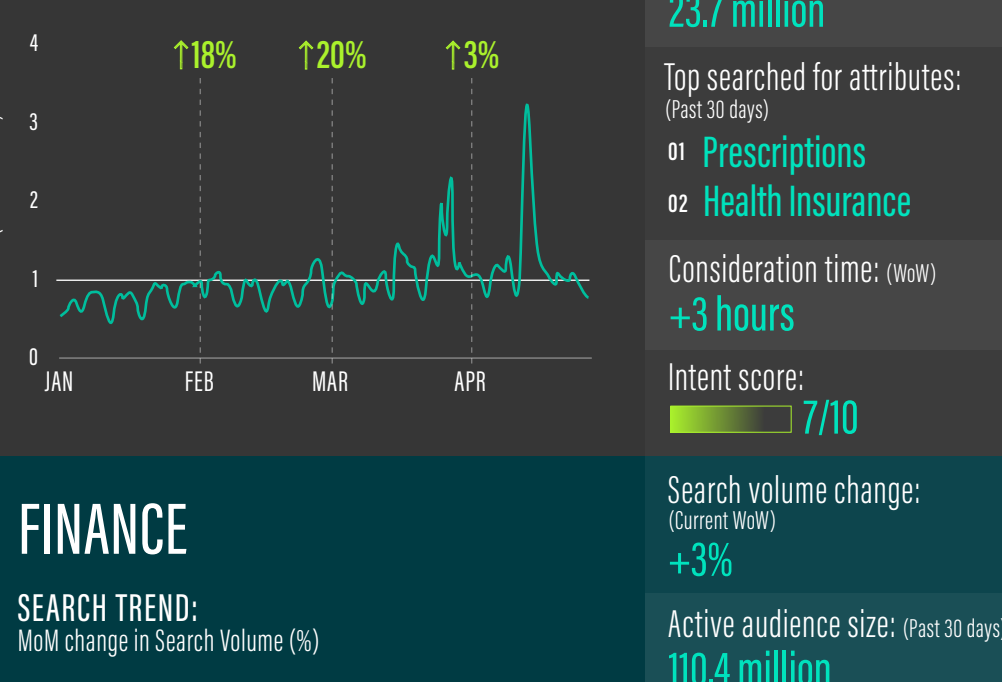
KEEPING A PULSE ON REVIVAL BY VERTICAL

Captify analyzes real-time **global search data across 10 key verticals** to understand their stage in the **consumer consideration path** and to give brands the **green light** on when verticals are starting to **bounce back to normality**, or in some cases **not**. This data allows brands to **shape messaging** and **creative** based on where consumers are at **right now**.

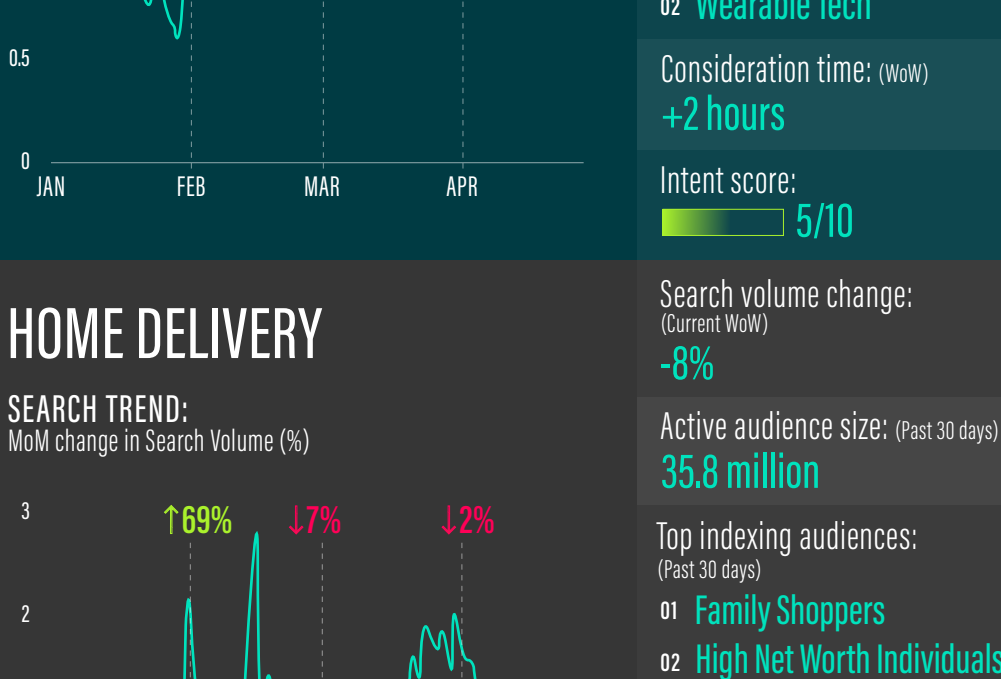
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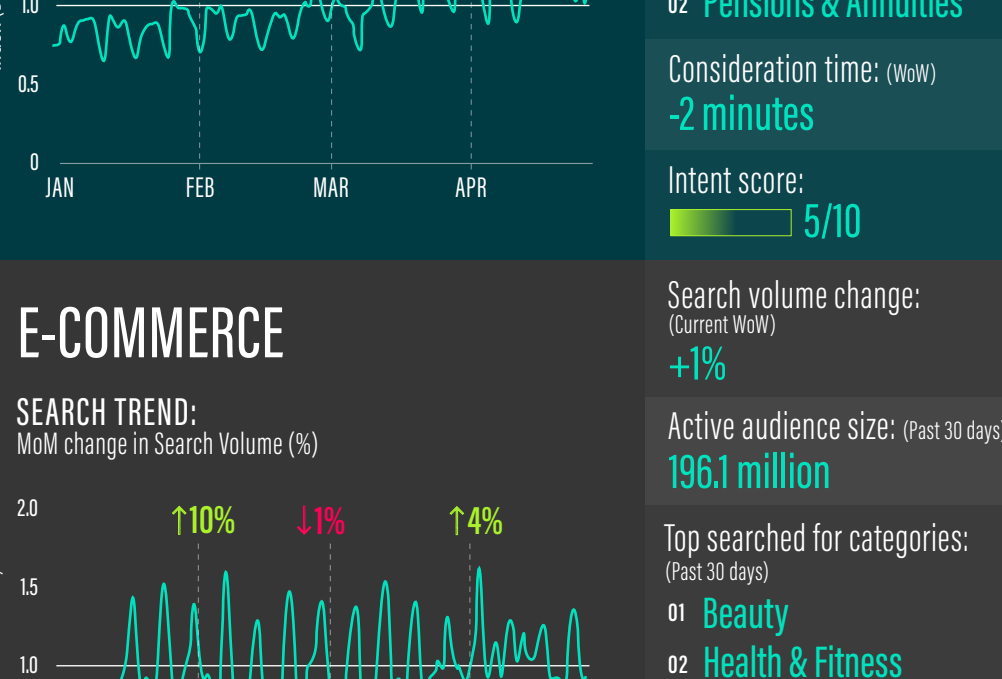
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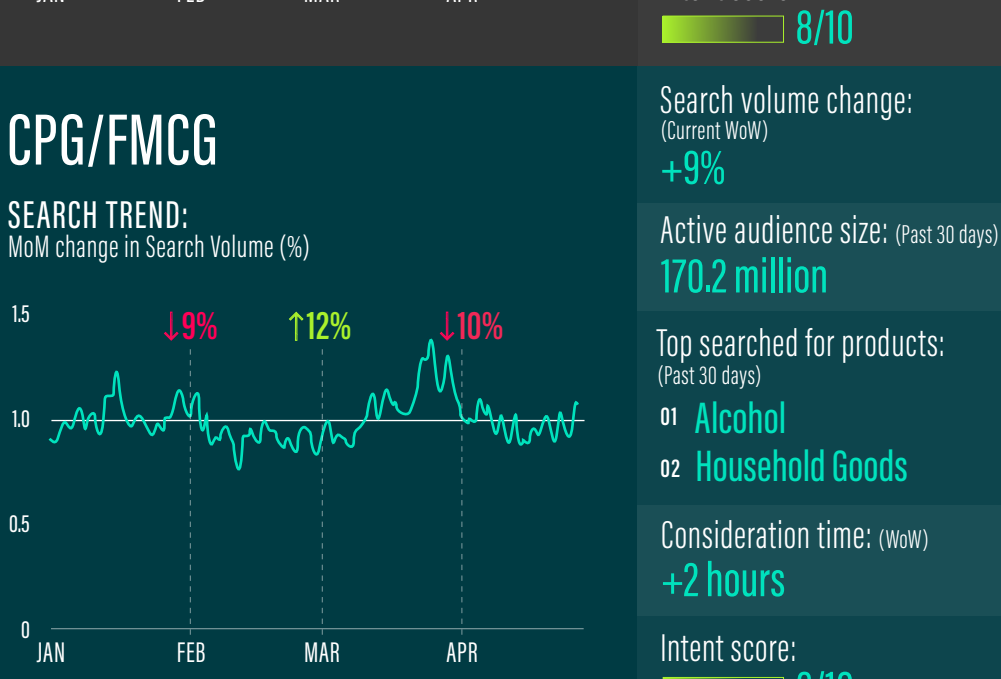
CONSUMER TECH



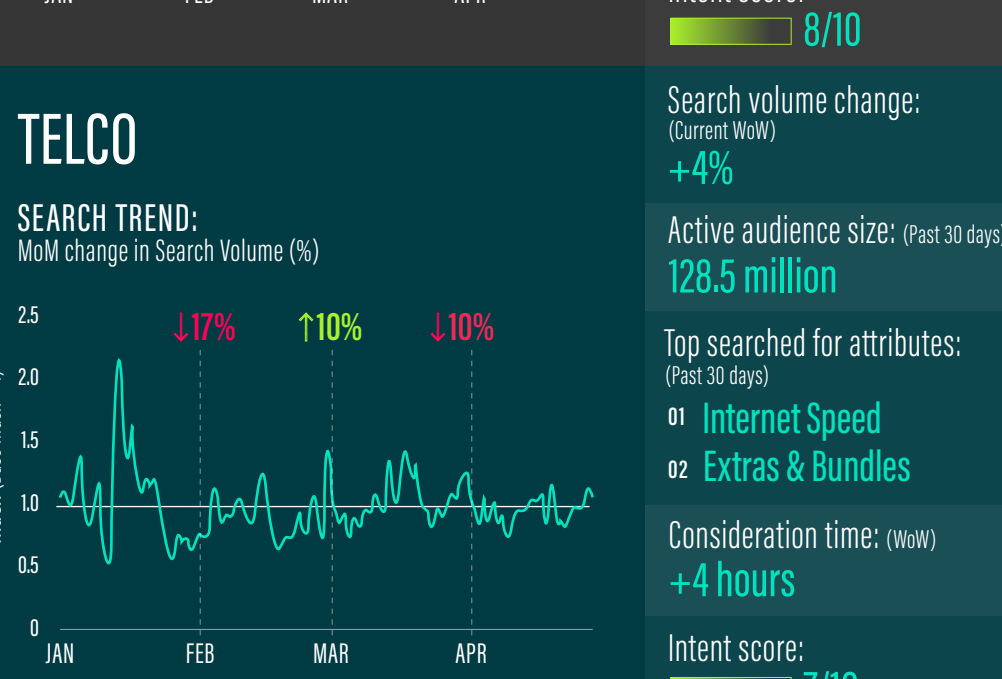
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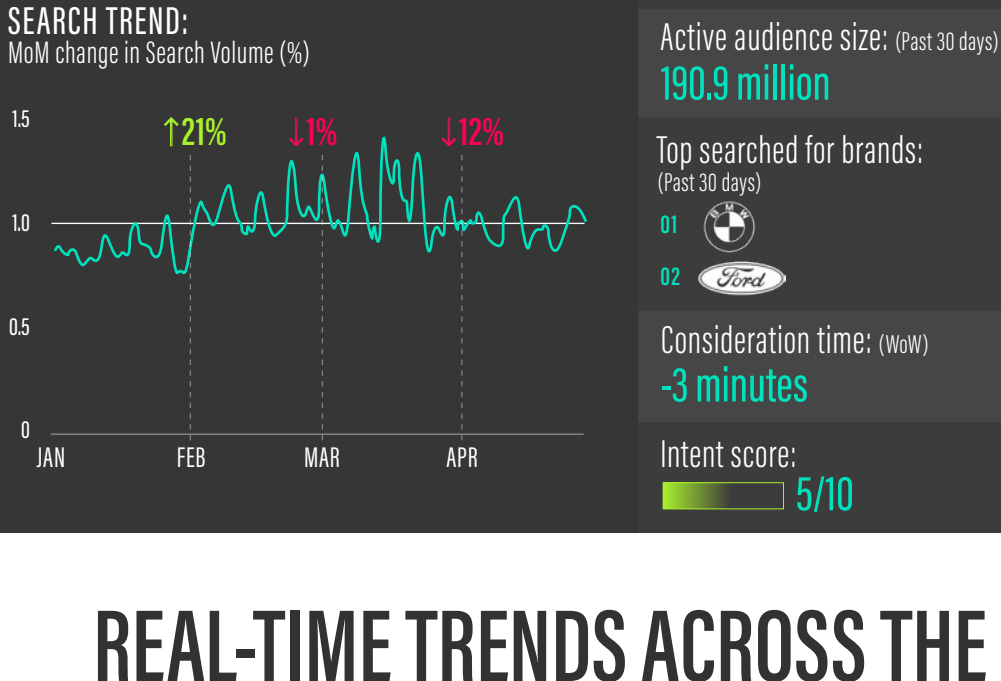
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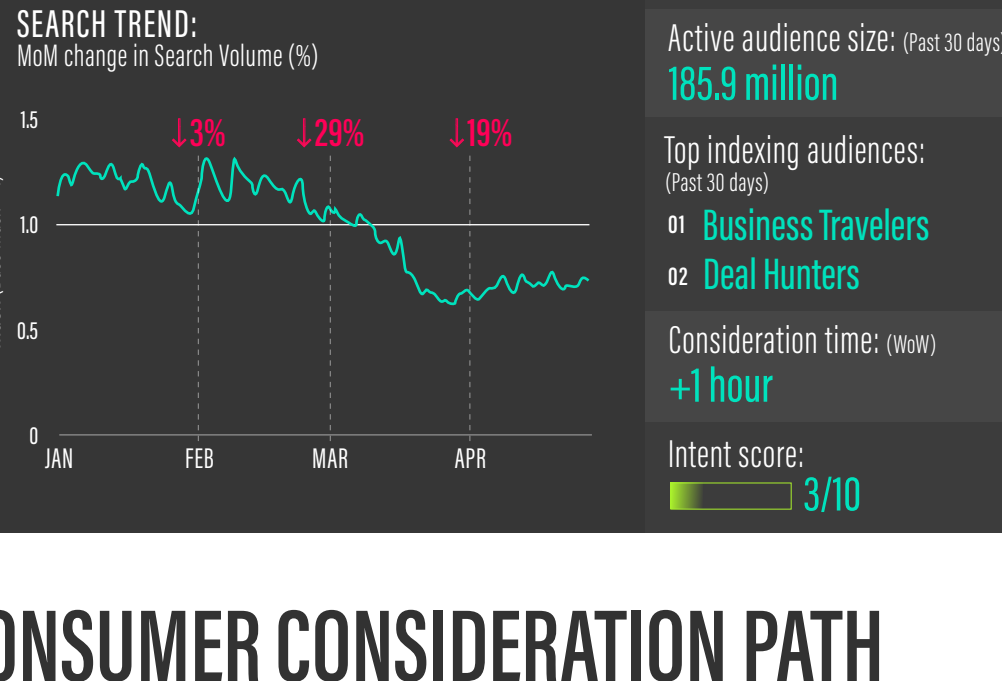
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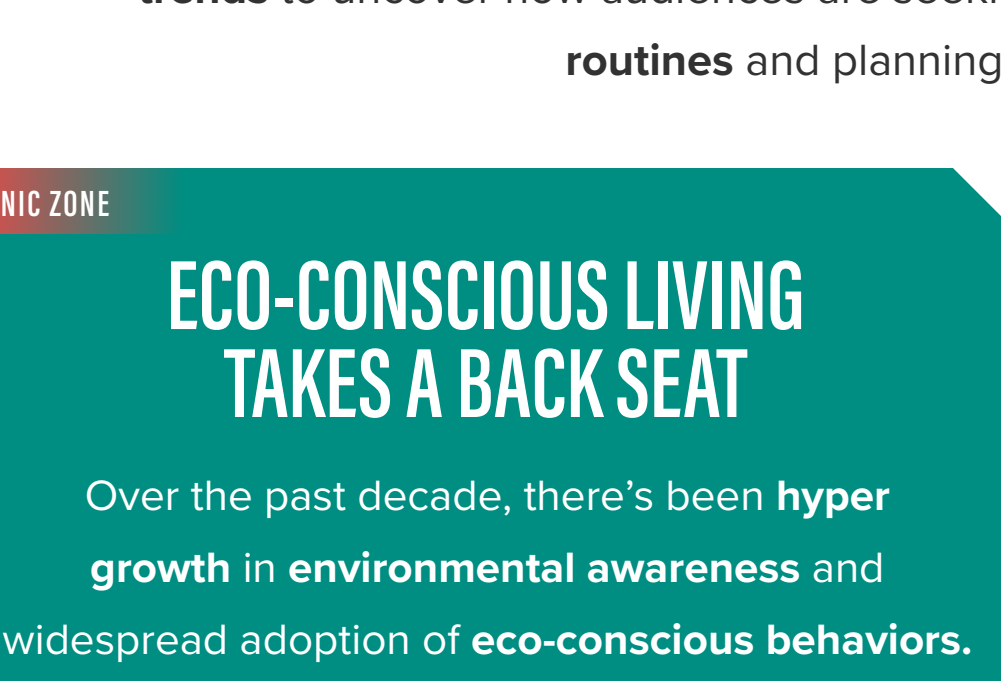
CPG/FMCG



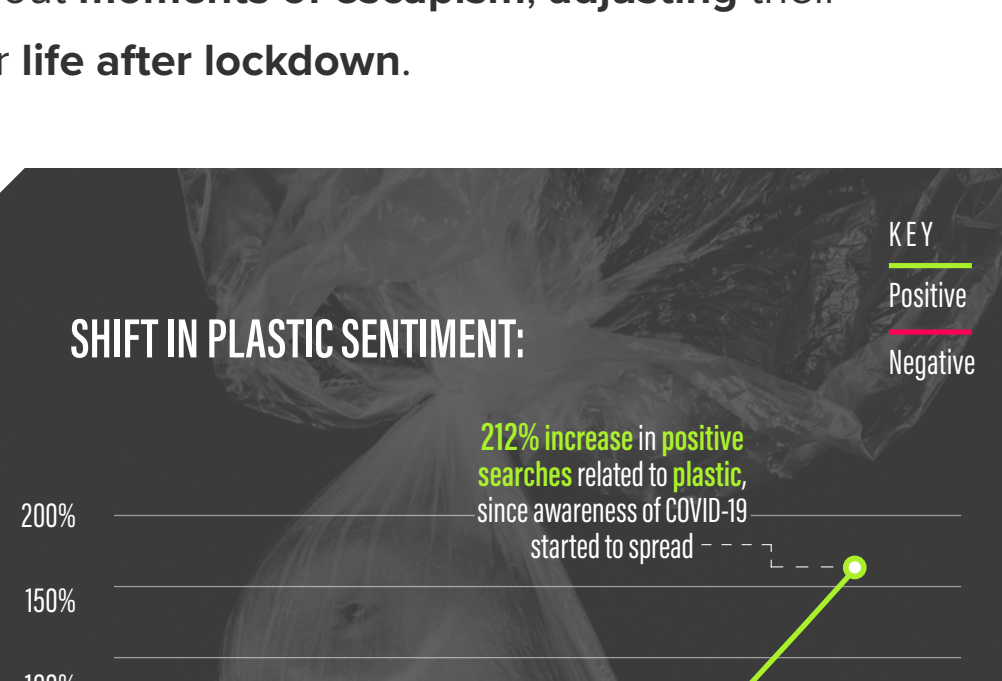
TELCO



AUTO



TRAVEL



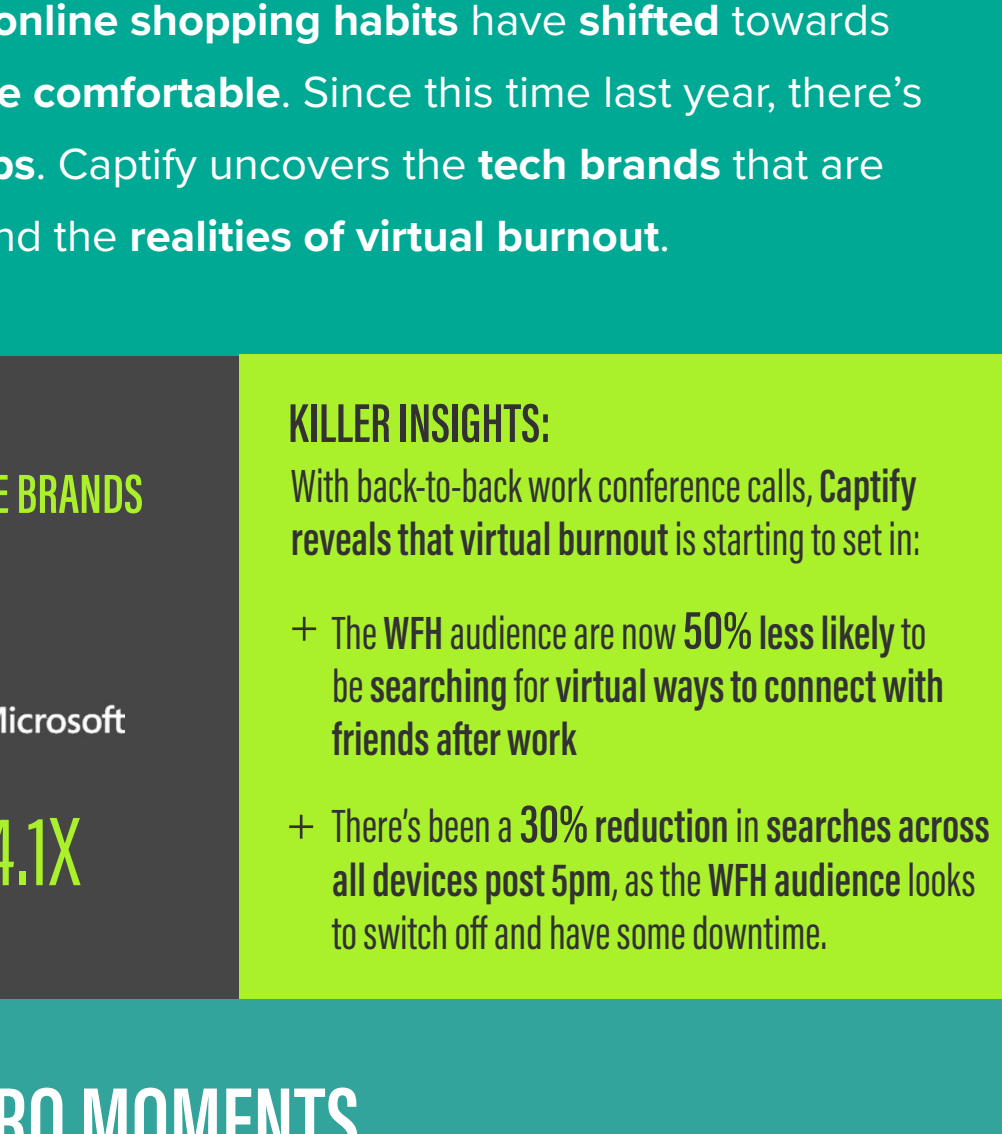
REAL-TIME TRENDS ACROSS THE CONSUMER CONSIDERATION PATH

As consumers navigate the **path from panic to purchase**, Captify analyzes **real-time search trends** to uncover how audiences are seeking out **moments of escapism**, **adjusting** their routines and planning for **life after lockdown**.

ECO-CONSCIOUS LIVING TAKES A BACK SEAT

Over the past decade, there's been **hyper growth** in **environmental awareness** and widespread adoption of **eco-conscious behaviors**. However, in the age of COVID-19, where **personal health and hygiene** are **top priorities**, consumers are finding solace and safety in **packaged goods** within the CPG/FMCG vertical, with **negative sentiment** around **plastic decreasing**.

SHIFT IN PLASTIC SENTIMENT:



REMOTE GENERATIONS

With consumers spending all their time at home, **online shopping habits** have **shifted** towards purchases to make **living and WFH situations more comfortable**. Since this time last year, there's been a **170% search uplift** for **home offices setups**. Captify uncovers the **tech brands** that are **front of mind** with **WFH consumers** and the **realities of virtual burnout**.

TOP SEARCHED FOR HARDWARE BRANDS BY WFH AUDIENCE:



KILLER INSIGHTS:

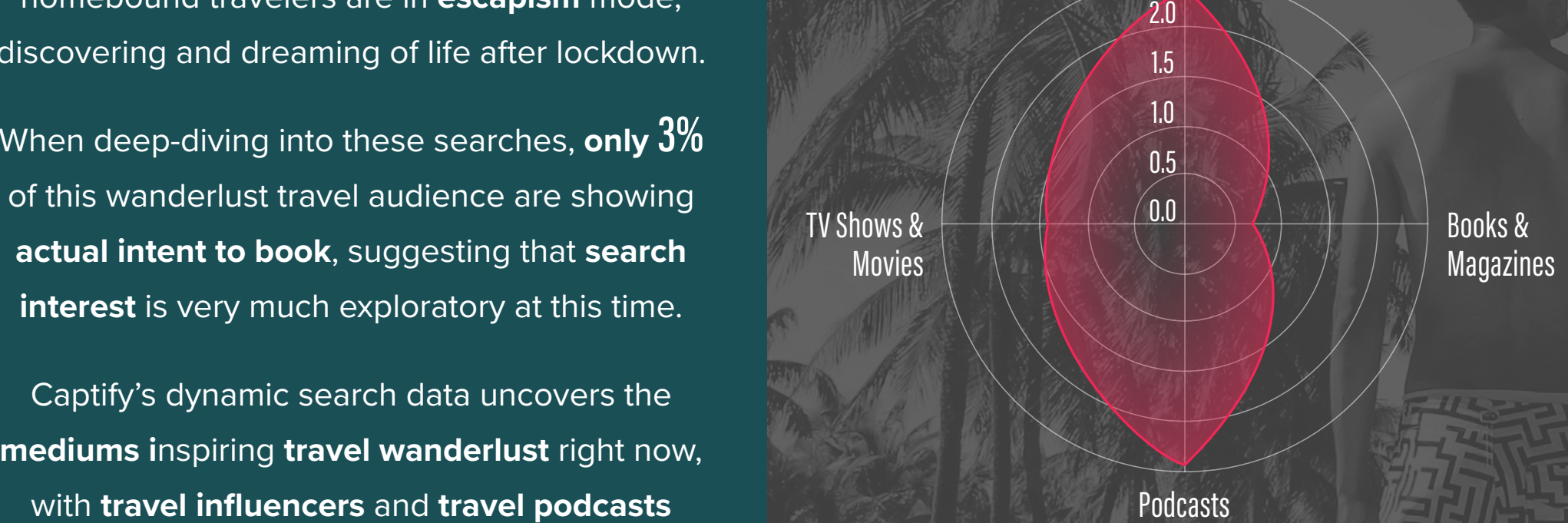
With back-to-back work conference calls, Captify reveals that **virtual burnout** is starting to set in:

- + The WFH audience are now **50% less likely** to be searching for virtual ways to connect with friends after work
- + There's been a **30% reduction** in searches across all devices post 5pm, as the WFH audience looks to switch off and have some downtime.

LOCKDOWN MICRO MOMENTS

In light of lockdown, consumers have **adjusted** and **redefined** their **daily routines**, looking for creative ways to stay **entertained** and **connected** with family, friends and the real world. Captify reveals the **new micro moments** replacing calendar and life moments during this time, uncovering **opportunities** for brands to **engage** with consumers and **tap** into these **emotional moments**.

TOP INDEXING MOMENTS (MARCH 27—APRIL 27)



WANDERLUST TAKES HOLD

Despite travel restrictions in place globally and travel searches declining **48% YoY**, **13.3 million** homebound travelers are in **escapism** mode, discovering and dreaming of life after lockdown.

When deep-diving into these searches, **only 3%** of this wanderlust travel audience are showing **actual intent to book**, suggesting that **search interest** is very much exploratory at this time.

Captify's dynamic search data uncovers the **mediums** inspiring **travel wanderlust** right now, with **travel influencers** and **travel podcasts** seeing the **highest interest**.

HOW CONSUMERS ARE SEEKING TRAVEL INSPIRATION:



URBANITES LOOK TO THE SUBURBS

Having spent the past months confined within four walls, consumers are now planning for life after lockdown. **City Dwellers** are searching around the **housing market 33.4X** more than the average audience, with **type of property** and **outdoor space** being the most important attributes across all audiences. This opens up **opportunities** for **homeware**, **DIY**, **utility** and **appliance brands** as consumers look to set up their new home.

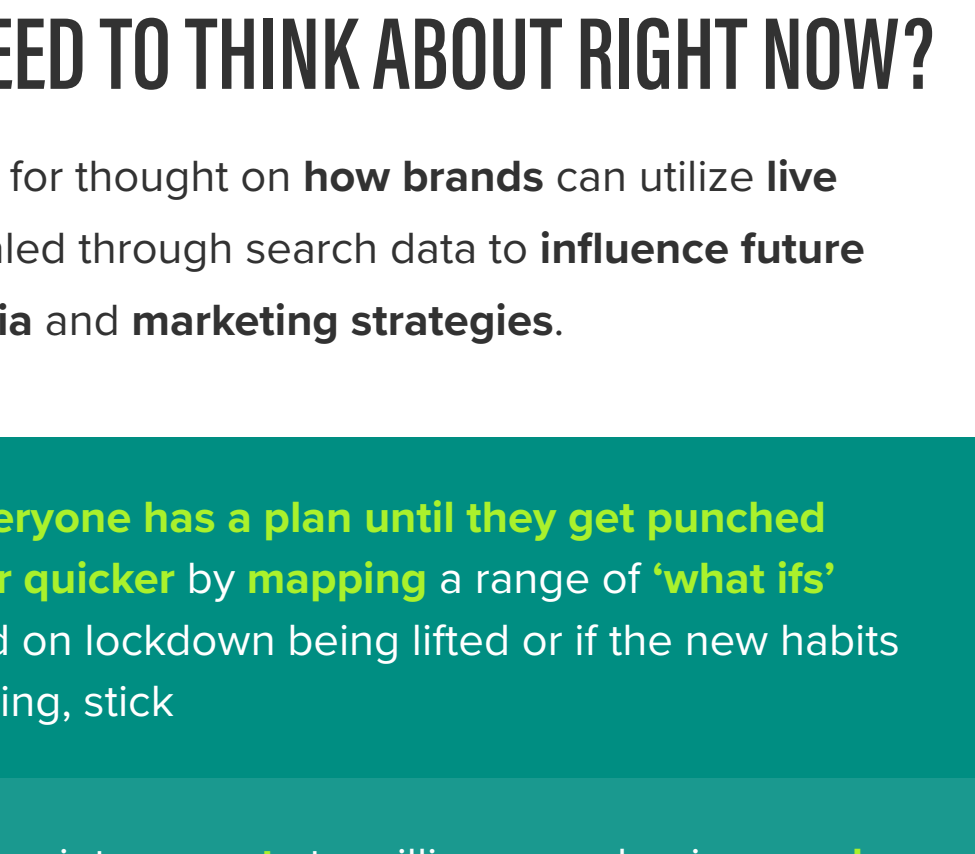
LOCKDOWN MINDSET OF SPEND LESS AND SAVE MORE

With economic uncertainty here to stay, consumers are **stockpiling savings** and being more **mindful of what they spend**. Impulse buying will become less common as consumers reassess which products and services are considered necessities versus treats (non-essentials). As consumers adjust to the new normal, Captify reveals the **verticals** seeing the **biggest increase** in searches for **deals** and **discounts as of today**.

TOP INDEXING AUDIENCES SEARCHING AROUND THE HOUSING MARKET:



CHANGE IN SEARCH VOLUME (%) ACROSS VERTICALS:



Laura Pleasant,
VP of Global Marketing, Captify

WHAT DO YOU NEED TO THINK ABOUT RIGHT NOW?

Here is some food for thought on **how brands** can utilize **live intent signals** revealed through search data to **influence future media and marketing strategies**.

+ Mike Tyson said **"Everyone has a plan until they get punched in the face"**. **Recover quicker** by **mapping** a range of **"what ifs"** for your brand based on lockdown being lifted or if the new habits consumers are creating, stick

+ From grandads getting into **esports** to millions now buying **meal kits**, consumers are **trialing** and **experiencing** new products from brands that they **previously bypassed**. Lean on **live** and **fresh data** to understand how audiences are **expanding** and **contracting** day-by-day

+ **Connect** with consumers based on their **signals** and **mindsets**. **Sync activations** based on **"where people are at"**, for example if consumers are 'dreaming' of Barbados but not booking yet—own their dream with **gamification in ads**

+ In the categories where **intent** is **high**, **bypass a long creative process** by **adapting previous campaigns**. In China, **L'Oréal** are using campaigns from last quarter to drive performance and brands like **Budweiser** are tapping into nostalgic sentiment by resurfacing their iconic 'Whassup' campaign



THE REVIVAL DESK

Powered by Sight, the Insights Studio

If you're interested in finding out how **your brand** is being impacted by **revival** and keeping a pulse on when **verticals** are starting to **bounce back**, get in touch with your local **Captify Account Team**.

ABOUT CAPTIFY

Captify is the largest independent holder of consumer search data outside of Google, and its unique technology understands the intent and interests of consumers across all channels, including voice search, desktop on-site search and in-app search.

Captify's Search Intelligence powers media and insights for 800+ of the world's biggest brands.