

Ruffling Through Data

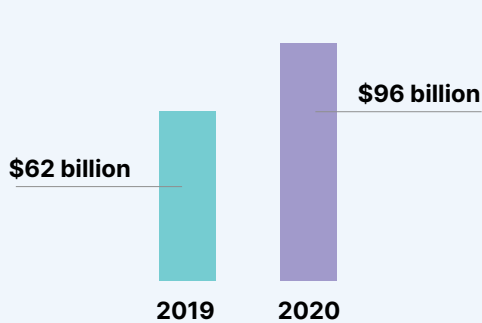
Chip search queries to predict food buying trends



MFour's OmniTraffic® Data

Understanding Shopper Behaviors

License top-quality event, app, web, and location behaviors from 150,000+ iOS and Android consumers. Use .csv or parquet files to track over 10M daily OmniTraffic® visits. Get validated behaviors for custom analysis of 2+ years of historical and future data.



According to the Food and Drug Administration (FDA), online grocery sales in the United States grew 55% from 2019 to 2020.

Over 20% of US households purchased groceries online in 2022, and that percentage is only increasing in our post-COVID world. This creates both challenges and opportunities for retailers and their manufacturing partners. Marketing, supply chain management, customer experience and other departments need to think differently about serving shifting shopper preferences.

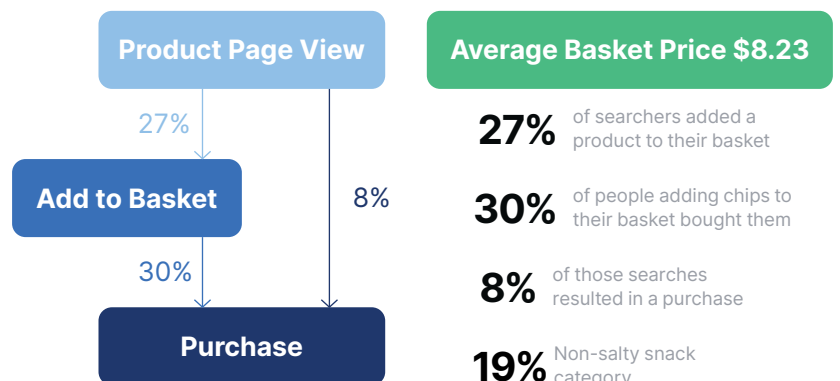
The Many Meanings of "Chip"

What's in a chip?

Chip - that delicious salty snack you eat even though sometimes you shouldn't.

Chip - those highly publicized pieces of technology powering electronic devices.

Chip is also a brand of cookies, plus has different meaning when you put 'chocolate' in front of it, and depending on what country you're from chips can mean french fries typically paired with fish.

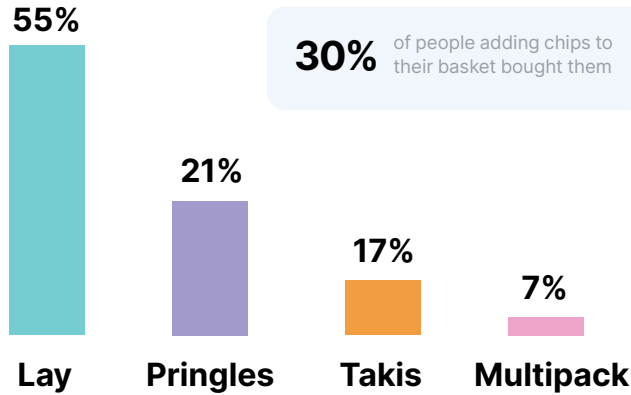


81% of product searches for "chips" over the past month on Amazon and Walmart's digital properties resulted in consumers navigating to salty snacks.



Analyzing Consumer Choices

Consumers do also search for brands directly. Of those who bypassed a "chip" search in favor of finding their favorite brand directly, Lay's was the most commonly searched brand with 55% of queries, followed by Pringles (21%) and Takis (17%).

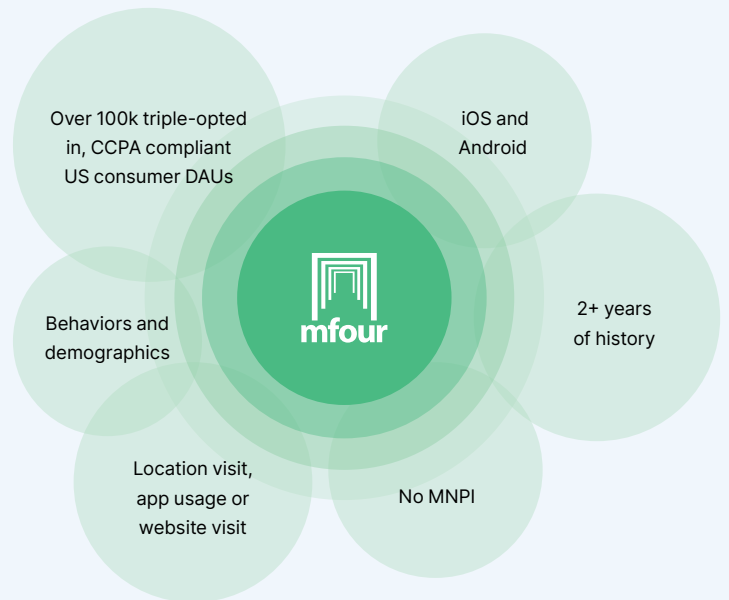


Your Chip Count

Leveraging Search Trends for Predictive Analytics

Asset managers are using OmniTraffic® Data to understand search trends which can be used to predict revenue performance. Mobile in-app visibility from US smartphone devices is hard to come by, especially at scale across both iOS and Android platforms.

MFour is monitoring behaviors and demographics from over 100k triple-optimized, CCPA compliant US consumer DAUs. The dataset has 2+ years of history at this audience size with no MNPI, and it covers a lot more than chips. Any location visit, app usage or website visit is collected then provided at an event level enabling custom analytics.



Want a bigger taste of search specifics within MFour's OmniTraffic® Data?

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