

ZQ SHOPPER INSIGHTS DASHBOARD



Luth Research's interactive dashboard provides a comprehensive view of eCommerce shopper insights. Leveraging Luth's panel of consumers who've agreed to have their PC and mobile activity monitored, this dashboard taps into actual digital behavior for granular and actionable insights. This instant access allows for slicing and dicing on the underlying data.

- 15 months of data (fixed data set)
- Filters to enable further analysis:
 - ▷ Gender
 - ▷ Age
 - ▷ Ethnicity
 - ▷ Income
 - ▷ State
 - ▷ Monthly, quarterly, yearly timeframes
- Retailers included:
 - ▷ Amazon
 - ▷ Target
 - ▷ Best Buy
 - ▷ Walmart
 - ▷ Walmart Grocery
 - ▷ Kroger
 - ▷ Costco
 - ▷ Sam's Club
 - ▷ Home Depot
 - ▷ Lowes

Monthly data refreshes available

Dashboard Metrics Include:

- ZQ Analytics – Visits, conversion, time pattern analysis, and product/brand/search term popularity
- Path to Purchase – Basket analysis, sources of traffic, cross visitation, onsite search analytics
- Microjourney Comparison – Where the journey starts, engagement with touchpoints, ability to compare journeys by retailer, product category, demos, etc.

View Journeys By:

- Retailers
- Purchaser vs Non Purchasers
- Demographics
- Pre-Post Covid
- And more

Actions You Can Take:

- Optimize marketing channels with empirical data
- Assess your retailer partnership (Brands)
- Benchmark against competition (Retailers)

Micro Journey Comparison

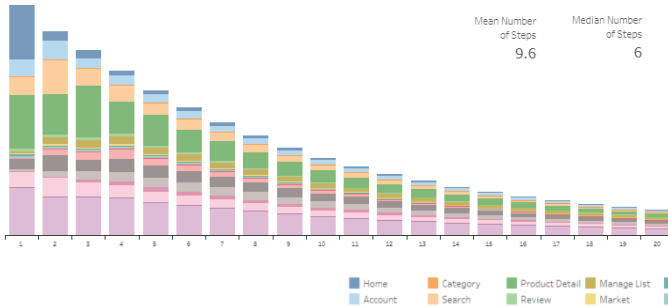


Micro Journey 1 Filters

Category: Purchaser: Race:
 Property: Sex: Hispanic:
 Time Period: Age Group: State:
 Purchase: HH Income: Region:

Micro Journey 1

Engagement with Micro Touchpoints at Steps 1-20

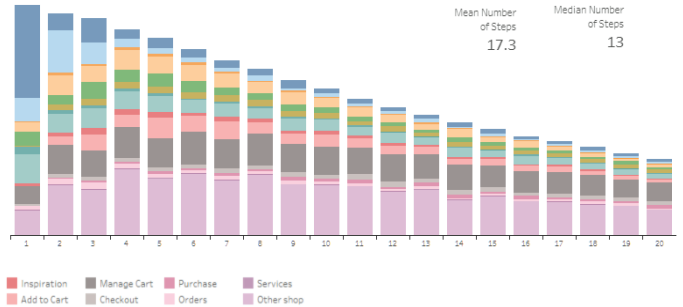


Micro Journey 2 Filters

Category: Purchaser: Race:
 Property: Sex: Hispanic:
 Time Period: Age Group: State:
 Purchase: HH Income: Region:

Micro Journey 2

Engagement with Micro Touchpoints at Steps 1-20



Sort by	Visits	Conversion Rate	Avg Duration	Avg Basket Size	Avg Purchase Price
Visits	171,990	20.4%	32 min	5.5 items	\$53.23
1 Amazon	126,305	20.4%	34 min	2.9 items	\$43.32
2 Walmart	22,238	13.9%	24 min	4.4 items	\$57.94
3 Target	7,520	15.4%	28 min	7.3 items	\$58.62
4 Walmart Grocery	6,453	36.6%	41 min	29.7 items	\$121.32
5 Sams Club	3,440	17.1%	24 min	5.9 items	\$89.59

Onsite Search

Sort by:



Search Term	Searches	Clicks	CTR	ATC	CR
1 toilet paper	6,706	3,953	58.9%	53.1%	10.2%
2 paper towels	2,674	1,436	53.7%	67.9%	15.0%
3 hand sanitizer	1,995	772	38.7%	42.2%	3.8%
4 clorox wipes	923	453	49.1%	47.9%	8.0%
5 lysol	947	452	47.7%	52.0%	5.5%
6 laundry detergent	643	444	69.1%	69.5%	20.8%
7 paper plates	652	388	59.5%	82.1%	18.3%
8 disinfecting wipes	728	338	46.4%	50.5%	5.5%
9 dish soap	500	310	62.0%	75.4%	19.2%
10 trash bags	457	292	63.9%	73.1%	23.0%

Basket Analysis

	Average Basket Size	In Category	Out of Category	Average Purchase Price	In Category	Out of Category
	5.5	1.5	4.0	\$53.23	\$22.27	\$30.96
1 Amazon	2.9	1.3	1.5	\$43.32	\$22.66	\$20.66
2 Walmart	4.4	1.9	2.5	\$57.94	\$24.89	\$33.05
3 Walmart Grocery	29.7	2.4	27.3	\$121.32	\$14.04	\$107.29
4 Target	7.3	2.0	5.3	\$58.62	\$19.18	\$39.45
5 Sams Club	5.9	1.8	4.1	\$89.59	\$31.98	\$57.61

Visits vs Conversions Trend

