

Outsell Insights

In-market shopper engagement is higher in "Stay at Home" states. Are you engaging back?



OUTSELL DATA & GOOGLE SEARCH TRENDS



Outsell's Artificial Intelligence brain collects data through personalized communications to create unique consumer profiles that indicate when a shopper is ready to buy or service. This is called Buyer Detection. We studied engagement levels of consumers scoring at the top of the "in-market" range.

In states with either "Stay at Home" orders or closures of non-essential businesses, we found a 10% higher engagement rate with A.I.-driven communications.

10%

**Higher
Engagement
Rate**



We wanted to see if our data was an anomaly, so we looked at Google Vehicle & Automotive Search Trends to compare. The data from both Outsell Buyer Detection and Google Search data clearly shows that consumers confined to their homes are showing more shopping activity.

Google Vehicle Search data confirms that consumers living in states with "Stay at Home" orders are searching for vehicles at a 13% higher rate.

13%

**Higher
Search
Rate**



**NOW IS NOT THE TIME TO STOP
COMMUNICATING**

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