

REVIVAL

COVID-19 REVIVAL INDEX: VOLUME 02

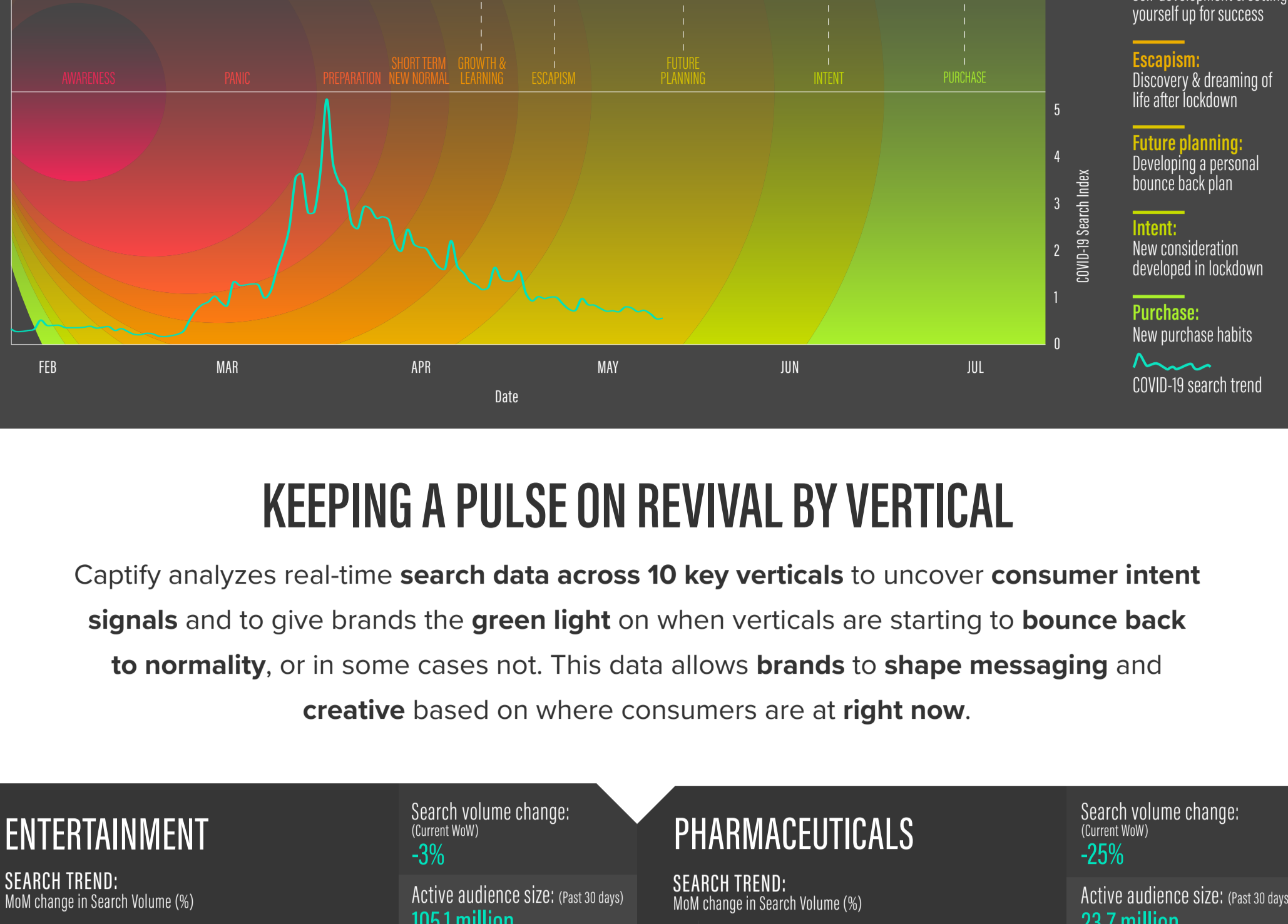
With lockdown restrictions being eased and lifted across the globe, Captify's Revival Index keeps a real-time pulse on vertical trends as of today. This week's edition also deep-dives into the beauty vertical, uncovering the changing search behavior of over 119.1 million consumers and what this means for a post-pandemic future.

This global data was collected from January 30, 2020 to May 19, 2020 from billions of monthly onsite searches that Captify captures across its premium publisher network.

THE REVIVAL INDEX

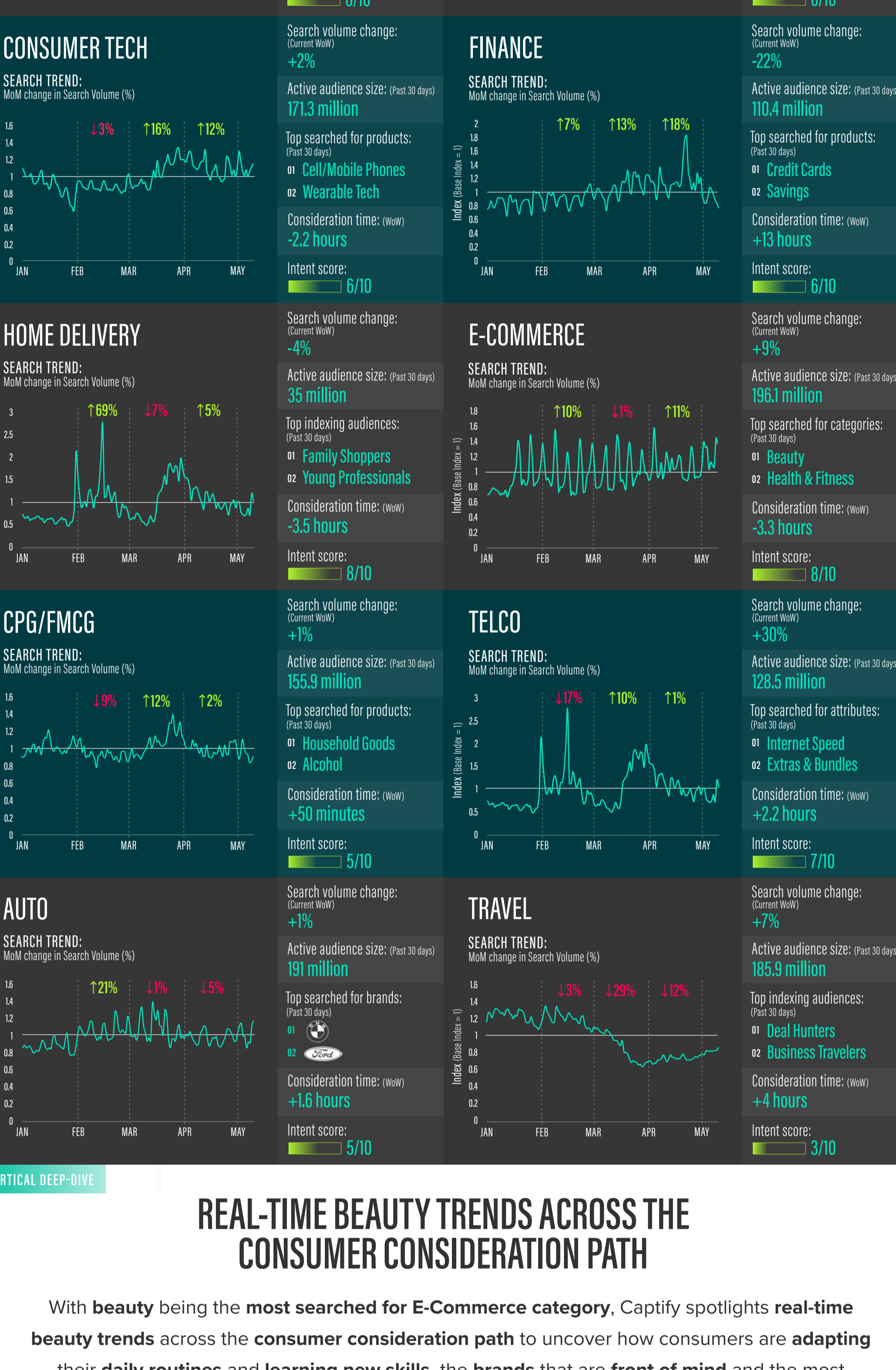
Captify's dynamic, real-time search data reveals how audiences are expanding and contracting day-by-day, signaling how consumers feel and where they are in the consumer consideration path.

CONSUMER CONSIDERATION PATH



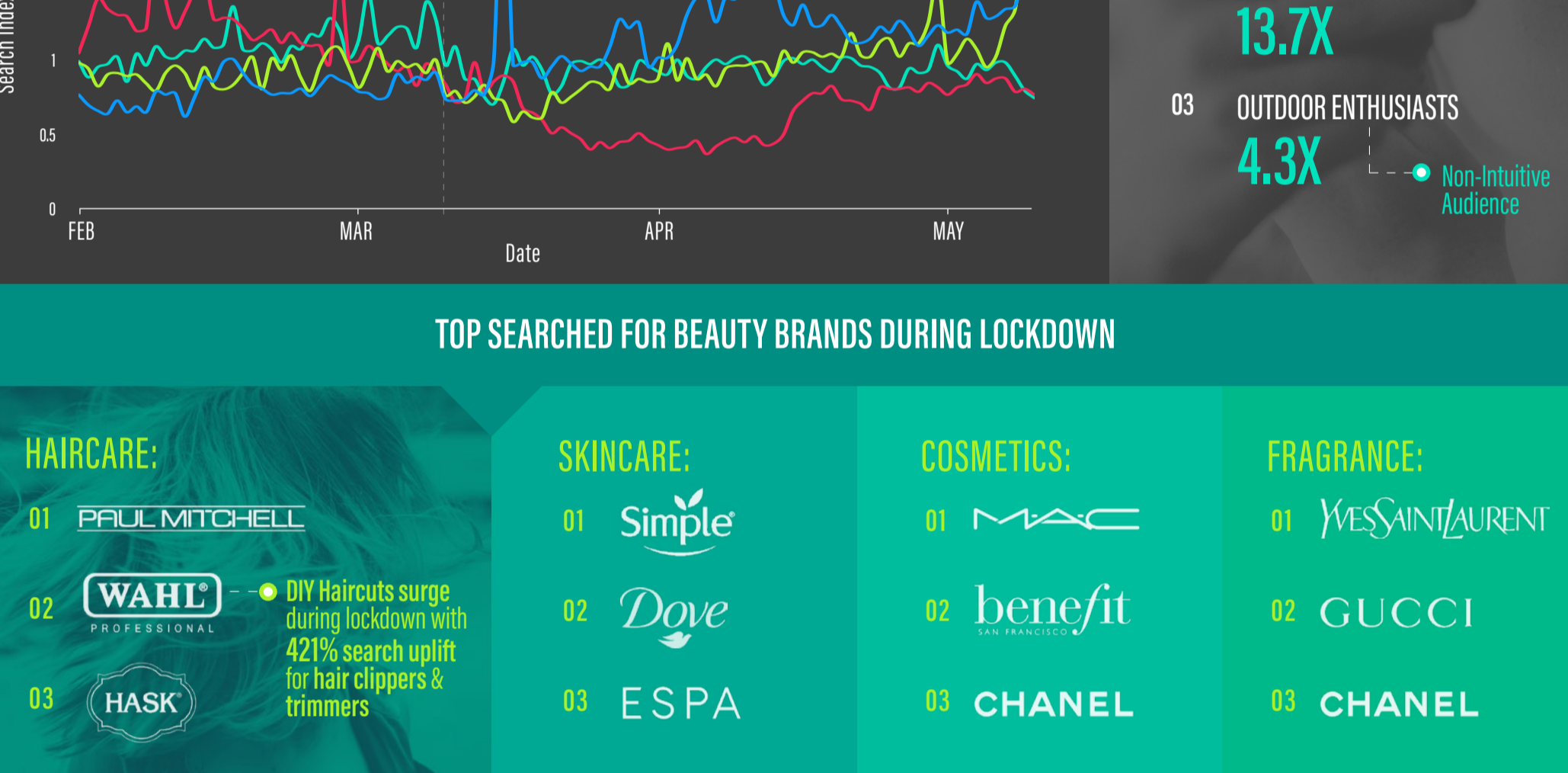
KEEPING A PULSE ON REVIVAL BY VERTICAL

Captify analyzes real-time search data across 10 key verticals to uncover consumer intent signals 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.



REAL-TIME BEAUTY TRENDS ACROSS THE CONSUMER CONSIDERATION PATH

With beauty being the most searched for E-Commerce category, Captify spotlights real-time beauty trends across the consumer consideration path to uncover how consumers are adapting their daily routines and learning new skills, the brands that are front of mind and the most anticipated moments post lockdown.



TOP SEARCHED FOR BEAUTY BRANDS DURING LOCKDOWN



ESCAPISM ZONE

R&R—RECOVERY & RESTORATION

Self-care and wellness have become increasingly important during Coronavirus, with consumers looking to escape the current reality and relieve stress through 'pamper night' and 'treat yourself' moments.

Consumers are maximizing this time during lockdown as R&R for their hair, skin and nails, with restorative and repair products seeing an 85% uplift.

TOP SEARCHED FOR R&R BEAUTY PRODUCTS:



KILLER INSIGHT:

+ The average number of beauty brands searched for per consumer has increased from 3 (Pre COVID-19) to 9 during lockdown, suggesting consumers are exploring more products with extra time on their hands.

ESCAPISM ZONE

THE CHANGING FACE OF BEAUTY

TOP 'DO IT YOURSELF' BEAUTY SEARCHES:

*Excludes searches for COVID-19 face masks



KILLER INSIGHT:

+ Captify saw a 415% search uplift for DIY beauty face masks during lockdown.

NEW NORMAL ZONE

THE 'LIPSTICK EFFECT' GIVES WAY TO THE 'EYELINER EFFECT'

The lipstick effect is when consumers still spend money on small indulgences such as luxury lipsticks during recessions, economic downturns, or when they personally have little cash (Investopedia, 2019).

Interestingly, Captify's Search Intelligence has seen search interest around cosmetics shift from lips to eyes as consumers adapt to the new normal of wearing face masks.

SEARCH INCREASE FOR EYE MAKEUP

↑ 52% SEARCH INCREASE FOR EYE MAKEUP

KILLER INSIGHTS:

+ During lockdown, premium cosmetic brand searches have increased by 22%, with mass brand searches declining slightly by 3%.

SEARCH DECREASE FOR LIP MAKEUP

↓ 8% SEARCH DECREASE FOR LIP MAKEUP

TOP SEARCHED FOR LUXURY BRANDS:

01 CHANEL
02 Dior
03 NARS

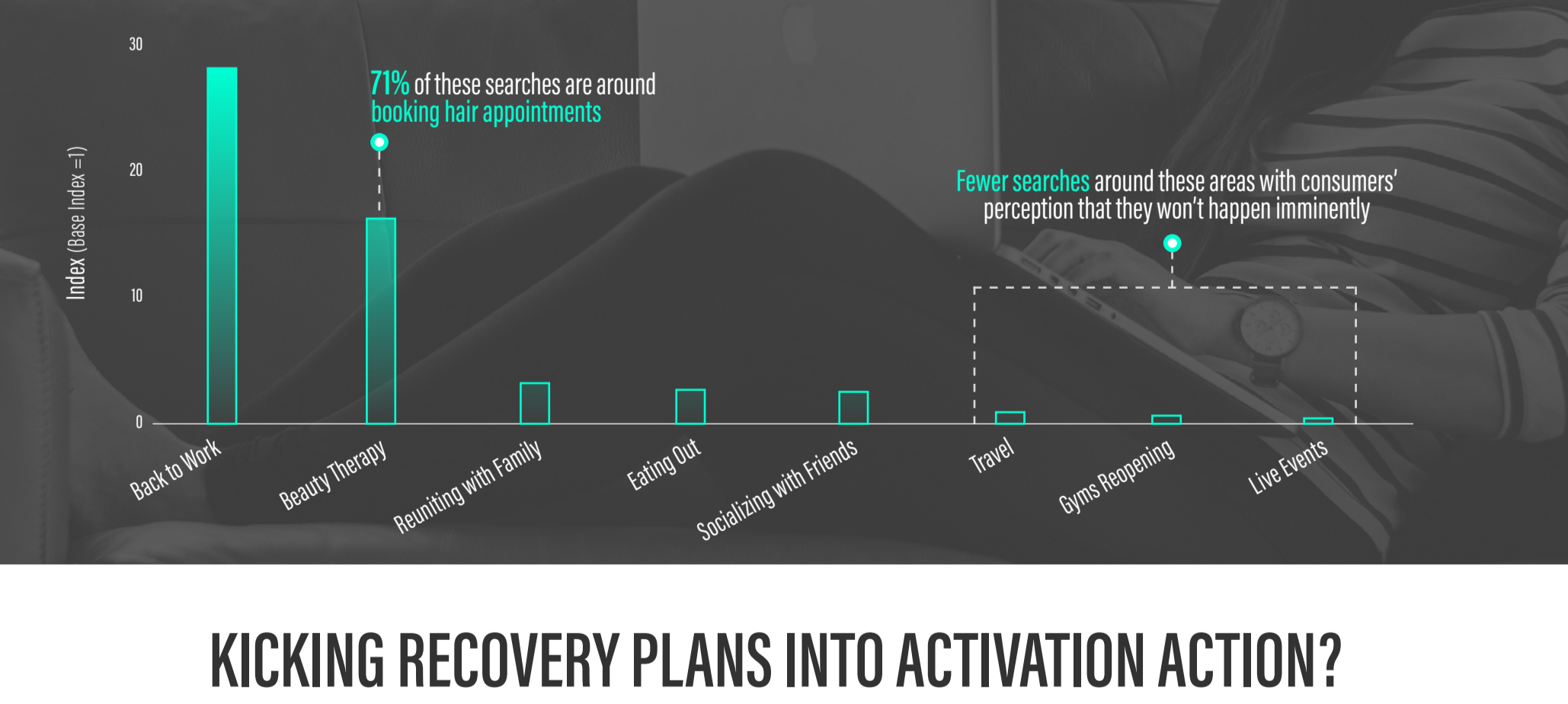
FUTURE PLANNING ZONE

POST-PANDEMIC PAMPERING

With some lockdown measures being lifted across the globe, consumers are looking ahead to life after lockdown and developing their own personal bounce back plan.

Captify reveals the most anticipated post lockdown moments, with consumers 16.2X more likely to search for post-pandemic pampering and beauty therapy.

TOP SEARCHED FOR 'POST LOCKDOWN' MOMENTS



KICKING RECOVERY PLANS INTO ACTIVATION ACTION?

Video is the prime medium to kick-off a recovery plan with emotive, story-led video that lets consumers explore, interact and even shop! Brands need to spend smarter during lockdown and need to strike a balance between relevancy and reach, as engaging with truly in-market audiences (and avoiding those not interested right now) has never been more critical.

YOUR BOUNCE BACK VIDEO CHECKLIST

- + Build qualified audiences using live and fresh data derived from Search
- + Think about layering on other data sources like geo, weather or even time-of-day based on consumers new daily routines like 'home-schooling'
- + Dynamically serve video to audiences based on what they're interested in right now and with creative that speaks to them
- + Make sure you adapt video length for its placement—30 seconds for desktop & 15 seconds for mobile
- + Combine relevant audiences with relevant messaging for increased engagement, longer dwell time and higher CTR
- + Access learnings and insights to fuel the next phase of recovery, moving from video to Direct Response

SPARK CREATIVE JOY DURING LOCKDOWN

Integrate interactive elements that bring consumers a step closer to trying the real product



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.