


















Department Performance Report

JULY 2023

 Baby	 Beauty	 Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	



Report Overview

This report provides a holistic overview of each major department at Target. It includes information about sales, sponsored search, and organic search for each department.

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top Brands in Paid Search](#)
- [Top Promoted Brands](#)
- [Top-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Target. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Target (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous year (year-over-year).

Definitions

Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

Top Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

Top-Selling Items

The best-selling items based on Best Seller Ranking over the time period.

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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FREE EVENT

E² Live

Excellence in Ecommerce

Target Edition

Minneapolis, MN

OCT 4, 2023 | 10AM - 2:30PM

Join us for a free afternoon of Target-specific expertise, learning, and networking with brands, agencies, and technology platforms.

Excellence in Ecommerce Live is designed to educate brands and agencies about strategies that drive traffic, conversion, and profitability at Target.

REGISTER NOW

FREE EVENT FOR BRANDS & AGENCIES

Table of Contents

Baby.....	1
Beauty.....	2
Clothing	3
Electronics.....	4
Grocery.....	5
Health	6
Home.....	7
Household Essentials.....	8
Kitchen & Dining.....	9
Personal Care	10
Pets	11
School & Office Supplies.....	12
Sports & Outdoors	13
Toys.....	14
Video Games	15



Market Share Leaders:



Brands Observed

575

▲ 0% vs Prior Period

Items Observed

7,746

▼ -22% vs Prior Period

Department Summary

Keywords Observed

65,996

▲ 39% vs Prior Period

Sponsorship Activity

▲ 114.9%

2,473,933 Weekly Average

Organic Search Visibility

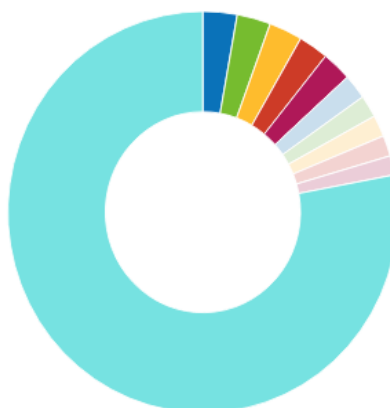
▲ 3.7%

2,903,257,763 Weekly Average

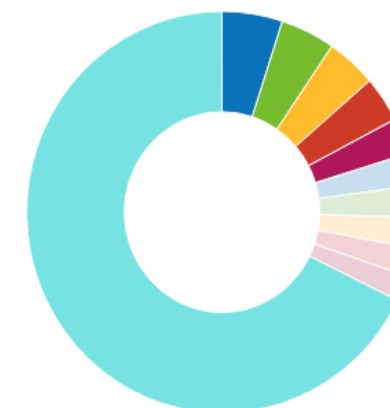
Top-Selling Brands



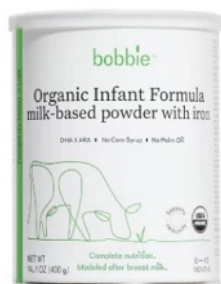
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bobbie Baby Organic Powder Infant Formula
Bobbie
★★★★★ 653



Little Bellies Organic Sweet Potato Pick-Me Sticks
Little Bellies
★★★★★ 271



Huggies Natural Care Sensitive Unscented Baby Wipes (Select...)
Huggies
★★★★★ 6222



Kendamil Organic Infant Formula Powder- 28.2oz
Kendamil
★★★★★ 2642



Enfamil Gentlease Ready to Use Bottl...
Enfamil
★★★★★ 6967

Market Share Leaders:



ecOTOOLS®



Hero.



Brands Observed

796

▼ -1% vs Prior Period

Items Observed

8,314

▼ -24% vs Prior Period

Department Summary

Keywords Observed

48,188

▲ 10% vs Prior Period

Sponsorship Activity

▲ 42.8%

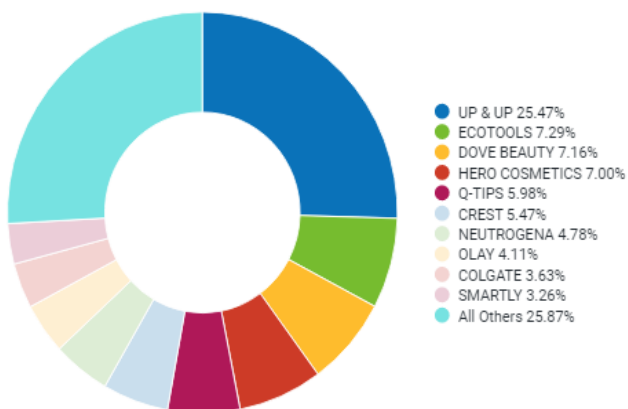
3,234,889 Weekly Average

Organic Search Visibility

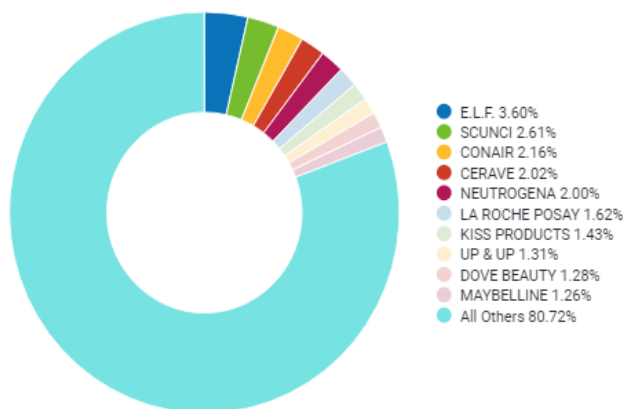
▲ 3.5%

6,835,584,511 Weekly Average

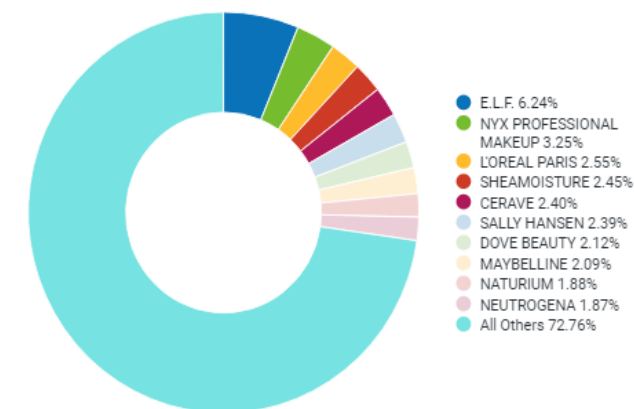
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads -...
up & up
★★★★★ 7780



T&T Hand Sanitizer Gel with Aloe - 2 fl ...
up & up
★★★★★ 500



Olay Ultra Moisture Body Wash with Sh...
Olay
★★★★★ 58480



Hero Cosmetics Mighty Patch Original Acne Pimple Patches -...
Hero Cosmetics
★★★★★ 4975



Dove Beauty Cool Essentials Antiperspirant Deodorant Dry...
Dove Beauty
★★★★★ 7591

1 OZ.

Market Share Leaders:



Brands Observed

871

▲ 13% vs Prior Period

Items Observed

60,140

▼ -53% vs Prior Period

Department Summary

Keywords Observed

74,819

▲ 13% vs Prior Period

Sponsorship Activity

▲ 68.6%

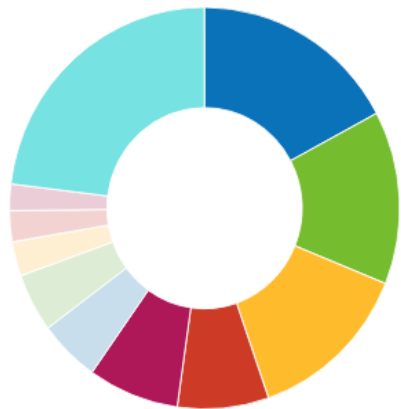
1,488,130 Weekly Average

Organic Search Visibility

▼ -27.8%

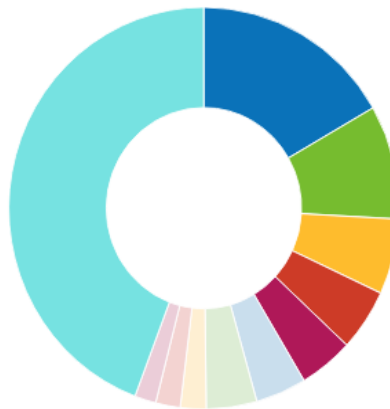
11,792,664,793 Weekly Average

Top-Selling Brands



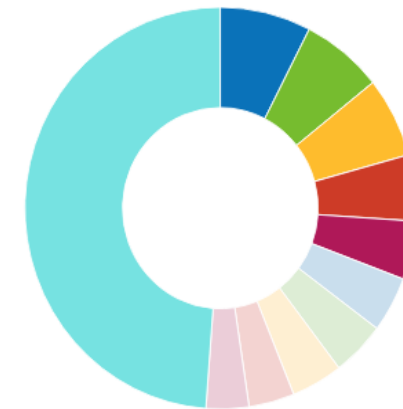
- CAT & JACK 17.18%
- SCUNCI 13.95%
- FASHION FORMS 13.55%
- CARTER'S JUST ONE YOU 7.57%
- A NEW DAY 7.54%
- CLOUD ISLAND 5.05%
- GOODFELLOW & CO 4.71%
- SHADE & SHORE 2.76%
- GIMME BEAUTY 2.50%
- MAYBELLINE 2.13%
- All Others 23.06%

Top Brands in Organic Search



- A NEW DAY 16.70%
- UNIVERSAL THREAD 9.18%
- WILD FABLE 6.07%
- CAT & JACK 4.98%
- GOODFELLOW & CO 4.49%
- ALL IN MOTION 4.20%
- REEBOK 4.19%
- KONA SOL 2.13%
- AUDEN 2.03%
- SHADE & SHORE 1.77%
- All Others 44.25%

Top Brands in Paid Search

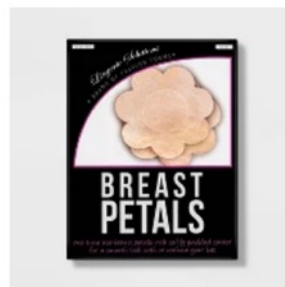


- DOCKERS 7.53%
- ALPINE SWISS 6.72%
- REEBOK 6.47%
- HANES PREMIUM 5.31%
- PARADE 4.70%
- UNIVERSAL THREAD 4.48%
- HANES 4.40%
- CUPSHE 4.26%
- WRANGLER 3.77%
- JOCKEY GENERATION 3.53%
- All Others 48.82%

Top-Selling Items:



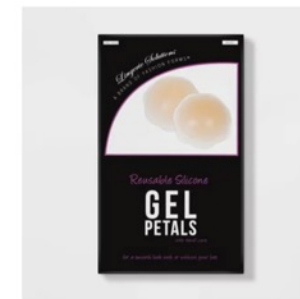
scunci Hosiery Ponytailer Hair Tie Elastics - 6ct
scunci
★★★★☆ 427



Fashion Forms Women's Breast Petals Beige - 3 Pack
Fashion Forms
★★★★☆ 477



scunci Mini Scrunchies - Black ...
scunci
★★★★☆ 132



Fashion Forms Women's Reusable Silicone Gel Petals
Fashion Forms
★★★★☆ 279



scunci Elastic Hair Ties - Assorted Colors - 2mm/50pk
scunci
★★★★☆ 411

Market Share Leaders:



Brands Observed

444

▼ -20% vs Prior Period

Items Observed

6,344

▼ -13% vs Prior Period

Department Summary

Keywords Observed

44,933

▼ -4% vs Prior Period

Sponsorship Activity

▲ 56.4%

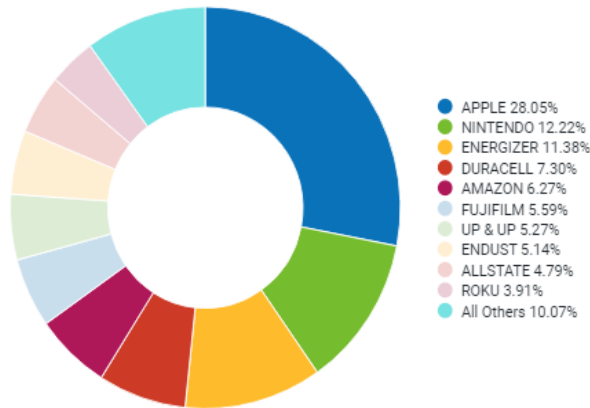
1,152,508 Weekly Average

Organic Search Visibility

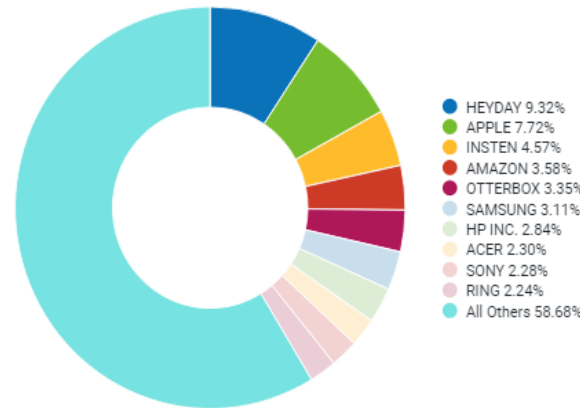
▼ -20.9%

8,531,663,224 Weekly Average

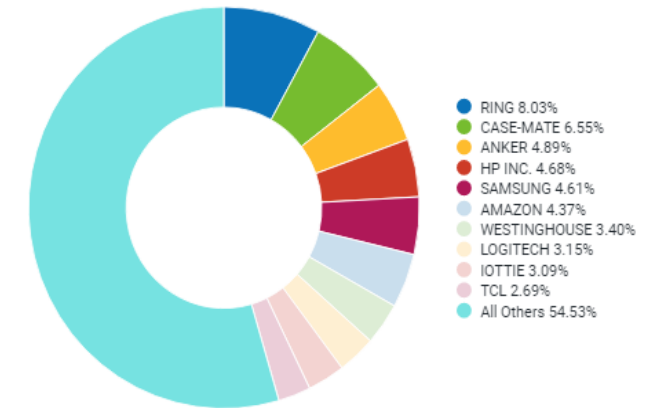
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



The Legend of Zelda: Tears of the Kingdom - Nintendo Switch
Nintendo
★★★★★ 180



Apple AirPods Pro (2nd Generation)
Apple
★★★★★ 1402



Apple 20W USB-C Power Adapter
Apple
★★★★★ 1683



Nintendo Switch - OLED Model with...
Nintendo
★★★★★ 931



Fujifilm INSTAX MINI Instant Film Twin...
Fujifilm
★★★★★ 2065

Market Share Leaders:



Brands Observed

1,072

▼ -1% vs Prior Period

Items Observed

7,886

▲ 1% vs Prior Period

Department Summary

Keywords Observed

53,947

▲ 41% vs Prior Period

Sponsorship Activity

▲ 102.8%

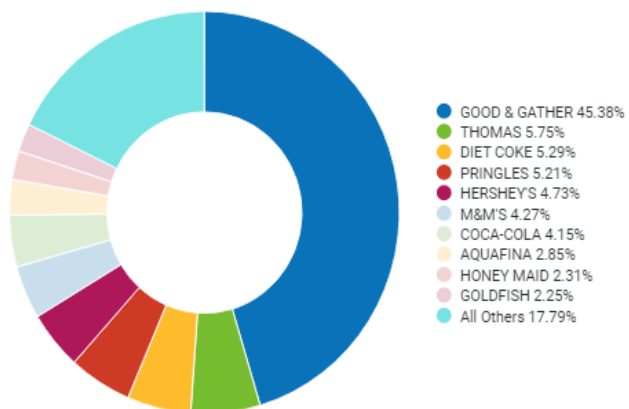
7,302,505 Weekly Average

Organic Search Visibility

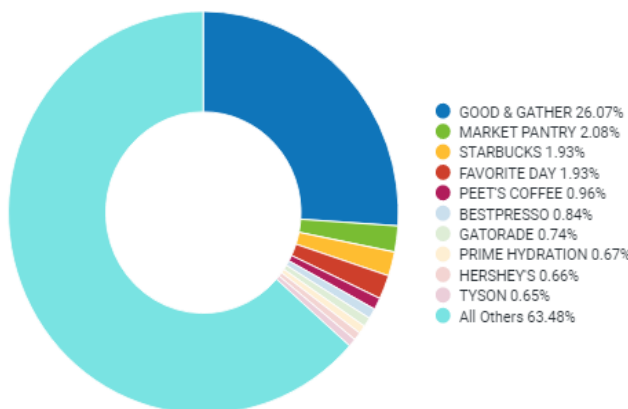
▼ -2.9%

4,718,358,729 Weekly Average

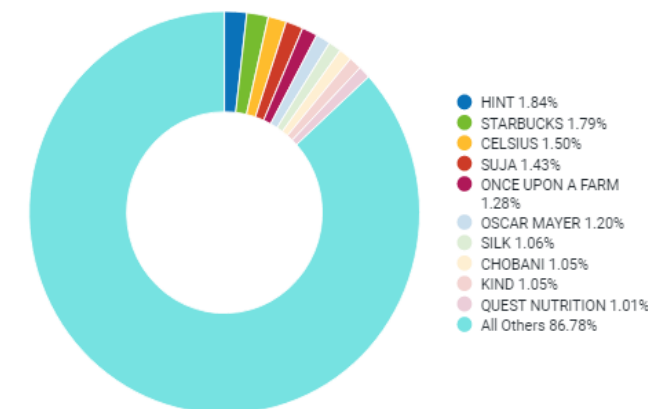
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each
★★★★★ 7643



Thomas' Plain Bagels - 20oz/6ct
Thomas
★★★★★ 1648



Hershey's Milk Chocolate Candy B...
HERSHEY'S
★★★★★ 1607



Purified Water - 128 fl oz (1gal) - Good &...
Good & Gather | Only at
★★★★★ 3800



M&M's Peanut Chocolate Candies
- 3.27oz
M&M's
★★★★★ 7421

Market Share Leaders:



Brands Observed

699

▲ 1% vs Prior Period

Items Observed

4,151

▼ -3% vs Prior Period

Department Summary

Keywords Observed

45,511

▲ 16% vs Prior Period

Sponsorship Activity

▲ 14.3%

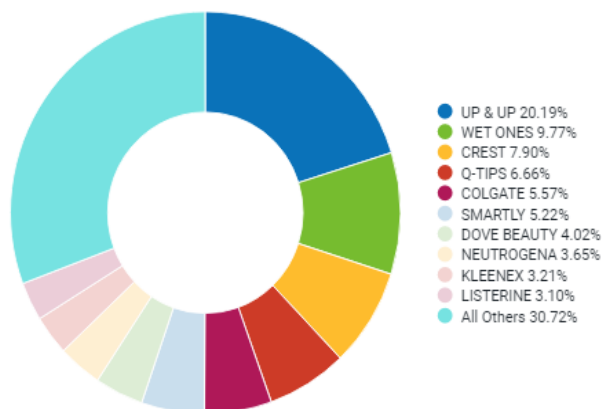
1,969,310 Weekly Average

Organic Search Visibility

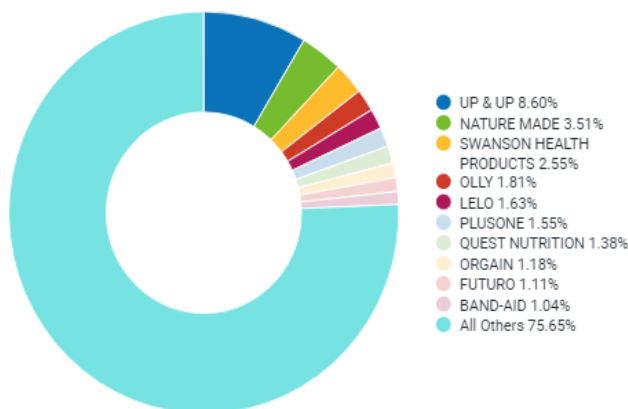
▼ -9.6%

3,413,692,940 Weekly Average

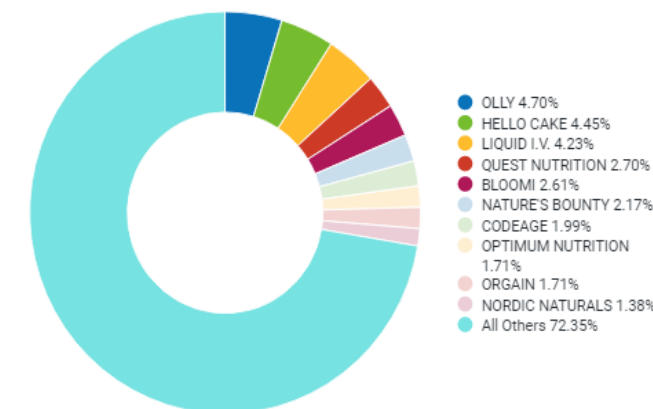
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 5181



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
Wet Ones
★★★★★ 1598



Isopropyl Alcohol 91% - 32oz - up & up™
up & up | Only at Target
★★★★★ 2148



Crest Pro-Health Multi-Protection Alcohol-Free Mouthwash - Clean Mint
Crest
★★★★★ 3243



Crest Complete Whitening Plus Sco...
Crest
★★★★★ 7649

Market Share Leaders:



brightroom



Brands Observed

1,820

▲ 2% vs Prior Period

Items Observed

30,482

▼ -29% vs Prior Period

Department Summary

Keywords Observed

140,322

▲ 13% vs Prior Period

Sponsorship Activity

▲ 59.9%

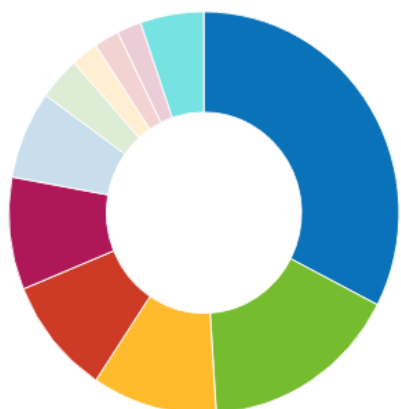
2,791,229 Weekly Average

Organic Search Visibility

▼ -20.9%

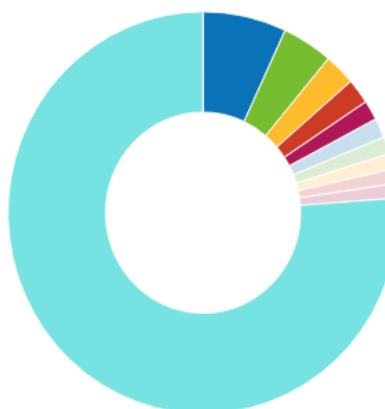
12,015,458,931 Weekly Average

Top-Selling Brands



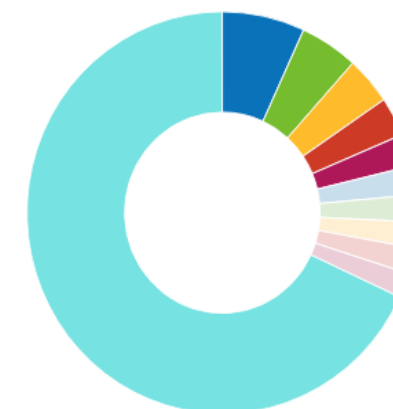
- ROOM ESSENTIALS 32.57%
- CRAYOLA 16.44%
- BRIGHTROOM 10.34%
- STERILITE 9.46%
- MONDO LLAMA 9.05%
- UP & UP 7.08%
- MADE BY DESIGN 3.47%
- HEFTY 2.23%
- SHARPIE 2.08%
- SUN SQUAD 2.02%
- All Others 5.26%

Top Brands in Organic Search



- THRESHOLD 6.91%
- ROOM ESSENTIALS 4.19%
- BRIGHTROOM 2.57%
- COSTWAY 2.03%
- RING 1.60%
- VORNADO 1.58%
- HOLMES 1.39%
- AMAZON 1.22%
- UNIQUE BARGAINS 1.19%
- BISSELL 1.18%
- All Others 76.16%

Top Brands in Paid Search



- COSTWAY 6.84%
- RING 4.82%
- NULOOM 3.85%
- BISSELL 3.15%
- BECKY CAMERON 2.60%
- VIPEK 2.31%
- GOVEE 2.19%
- GE HOUSEHOLD LIGHTING 2.09%
- 360 LIGHTING 2.08%
- LUSH DECOR 1.98%
- All Others 68.10%

Top-Selling Items:



Crayola 24ct Kids Crayons
Crayola
★★★★★ 3623



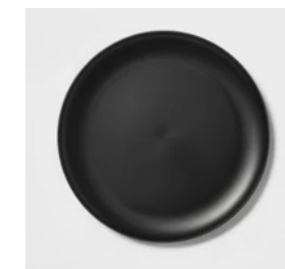
18pk Plastic Hangers - Room Essentials™
Room Essentials | Only at
★★★★★ 1218



Sterilite 66qt ClearView Latch Box Clear with Purple Latches
Sterilite
★★★★★ 3018



PEVA Light Weight Shower Liner Clear - Room Essentials™
Room Essentials | Only at
★★★★★ 5818



10.5" Plastic Dinner Plate - Room Essentials™
Room Essentials | Only at
★★★★★ 3776

Market Share Leaders:



Brands Observed

210

▲ 6% vs Prior Period

Items Observed

1,765

▼ -11% vs Prior Period

Department Summary

Keywords Observed

17,312

▲ 1% vs Prior Period

Sponsorship Activity

▼ -1.7%

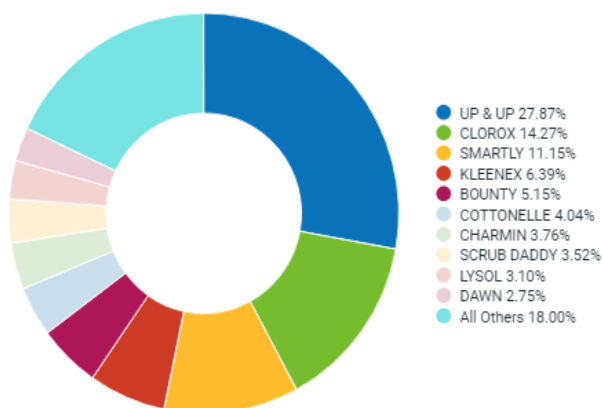
726,075 Weekly Average

Organic Search Visibility

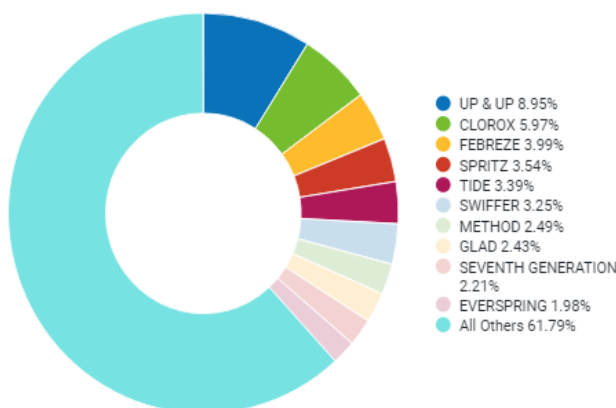
▼ -4.0%

1,848,571,977 Weekly Average

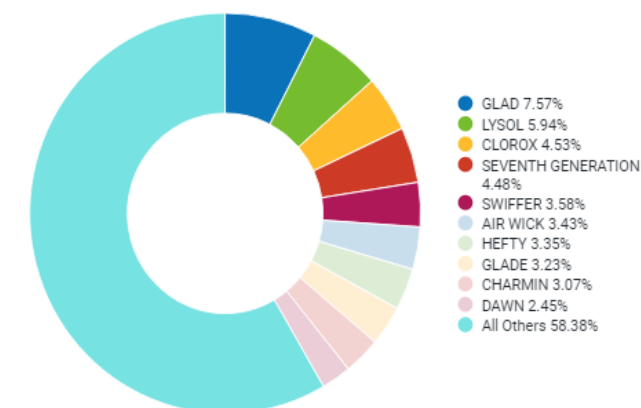
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Make-A-Size Paper Towels - up & up™
up & up | Only at
★★★★★ 1704



Clorox Ocean Mist Toilet Bowl Cleaner...
Clorox
★★★★★ 3551



Make-A-Size Paper Towels - Smartly™
Smartly
★★★★★ 7327



Kleenex Hand Paper Towels
Kleenex
★★★★★ 2942



Sandwich Storage Bags - up & up™
up & up | Only at
★★★★★ 470

Market Share Leaders:



STōK

room essentials



T-fal

Brands Observed

788

▼-3% vs Prior Period

Items Observed

11,403

▼-17% vs Prior Period

Department Summary

Keywords Observed

33,960

▼-1% vs Prior Period

Sponsorship Activity

▲ 34.3%

1,145,221 Weekly Average

Organic Search Visibility

▼ -17.6%

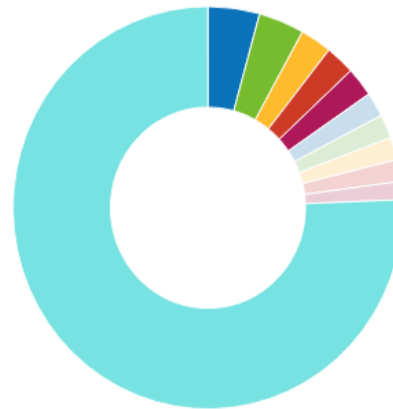
4,495,523,977 Weekly Average

Top-Selling Brands



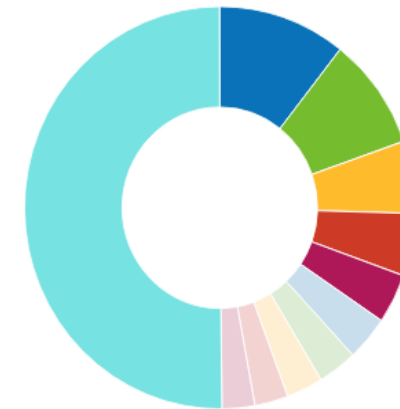
- STARBUCKS DISCOVERIES 17.82%
- STOK 15.77%
- ROOM ESSENTIALS 13.57%
- STARBUCKS 13.47%
- T-FAL 5.95%
- DUNKIN' DONUTS 5.06%
- CALPHALON 4.33%
- THE ORIGINAL DONUT SHOP 4.30%
- FOLGERS 3.80%
- BRIGHTROOM 3.33%
- All Others 12.59%

Top Brands in Organic Search



- CUISINART 4.28%
- THRESHOLD 3.79%
- BRIGHTROOM 2.59%
- OXO 2.43%
- HAMILTON BEACH 2.36%
- NINJA 1.97%
- MADE BY DESIGN 1.91%
- COSTWAY 1.82%
- KEURIG 1.75%
- KITCHENAID 1.46%
- All Others 75.64%

Top Brands in Paid Search



- COSTWAY 10.58%
- CUISINART 9.07%
- NINJA 5.82%
- YOUCOPIA 5.03%
- CALPHALON 4.00%
- NESPRESSO 3.59%
- BRITA 3.26%
- INSTANT POT 3.02%
- GOURMIA 2.76%
- JOYJOLT 2.71%
- All Others 50.17%

Top-Selling Items:



T-fal Simply Cook Prep and Cook Nonstick 17pc Set - Red
T-Fal
★★★★★ 277



STōK Black Unsweetened Cold Brew Coffee - 48 fl oz
STōK
★★★★★ 1358



The Original Donut Shop Regular Keurig K-Cup Coffee Pods...
The Original Donut Shop
★★★★★ 2381



Select by Calphalon with AquaShield Nonstick 8pc...
Calphalon
★★★★★ 64



Folgers Classic Medium Roast...
Folgers
★★★★★ 1613

Market Share Leaders:



Brands Observed

281

▼ -6% vs Prior Period

Items Observed

1,937

▼ -18% vs Prior Period

Department Summary

Keywords Observed

22,081

▲ 15% vs Prior Period

Sponsorship Activity

▲ 28.0%

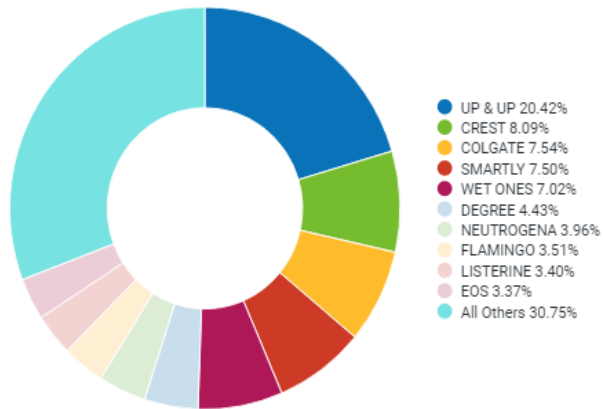
1,097,173 Weekly Average

Organic Search Visibility

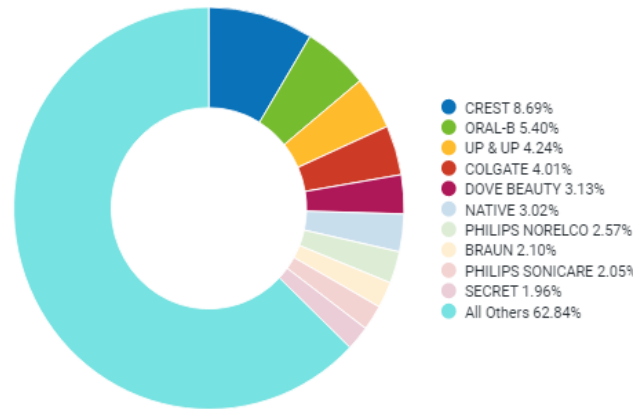
▲ 7.4%

1,913,161,124 Weekly Average

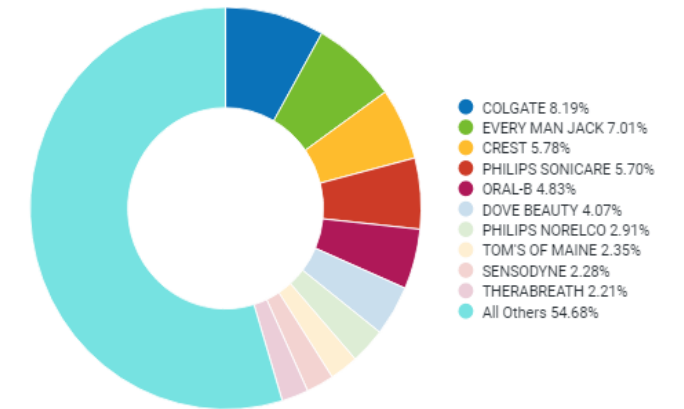
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



eos Shea Better Shave Cream -...
eos
★★★★★ 584



Exfoliating Cotton Rounds - up & up™
up & up
★★★★★ 1776



Listerine Total Care Fresh Mint Anticavi...
Listerine
★★★★★ 1978



White Manual Toothbrush - 2ct -...
Smartly
★★★★★ 2877



Degree Men Cool Rush Antiperspirant & Deodorant Stick
Degree
★★★★★ 1355



Market Share Leaders:



Brands Observed

328

▼ -5% vs Prior Period

Items Observed

2,697

▼ -16% vs Prior Period

Department Summary

Keywords Observed

20,337

▲ 38% vs Prior Period

Sponsorship Activity

▲ 3.2%

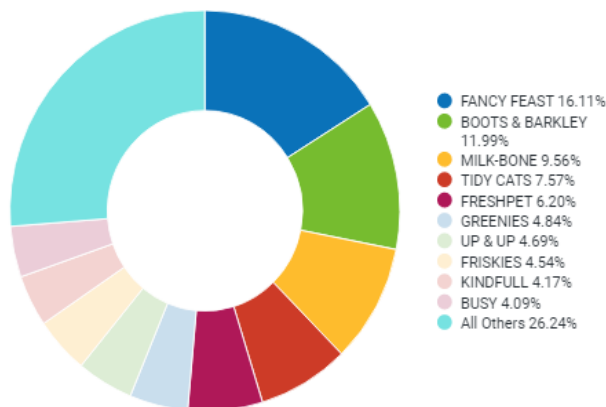
897,596 Weekly Average

Organic Search Visibility

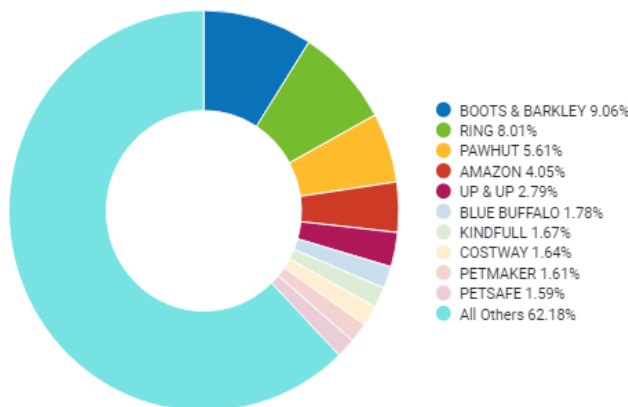
▼ -14.5%

2,193,768,983 Weekly Average

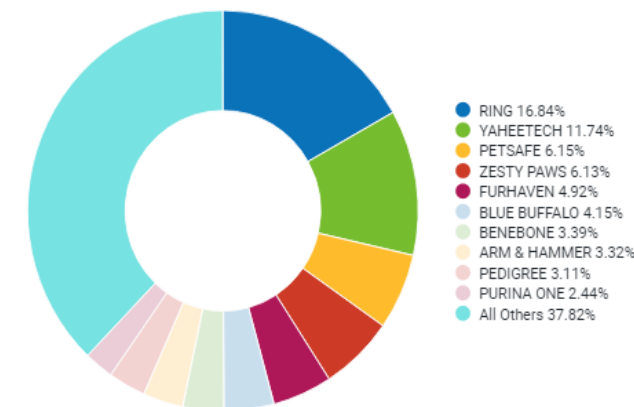
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Greenies Teenie Original Chicken Dental Dog Treats
Greenies
★★★★☆ 21404



Purina Fancy Feast Gravy Lovers Wet C...
Fancy Feast
★★★★★ 2763



Purina Busy Bone Chewy Pork Flavor Dog Treats
Busy
★★★★★ 370



Purina Fancy Feast Chunky Wet Cat Food - 3oz can
Fancy Feast
★★★★★ 232



Pounce & Chase Mylar Crinkle Balls Cat Toys - 4pk - Boots &...
Boots & Barkley
★★★★★ 857

Market Share Leaders:



Brands Observed

469

▼ -9% vs Prior Period

Items Observed

4,767

▼ -17% vs Prior Period

Department Summary

Keywords Observed

51,592

▲ 29% vs Prior Period

Sponsorship Activity

▼ -25.0%

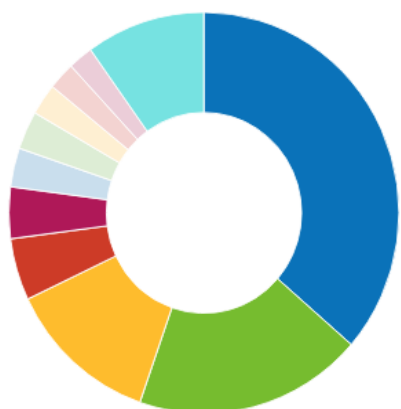
355,054 Weekly Average

Organic Search Visibility

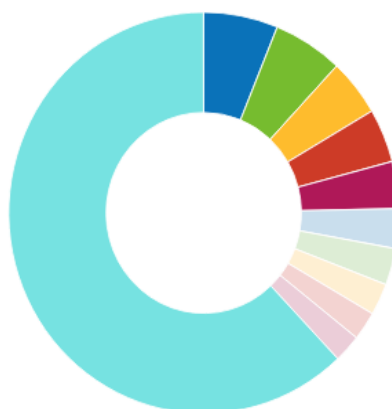
▼ -21.4%

2,728,926,256 Weekly Average

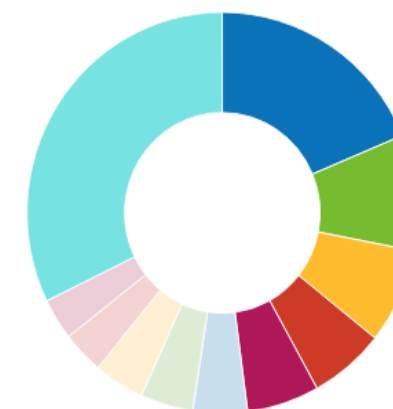
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Crayola 24ct Kids Crayons

Crayola
★★★★★ 3623



Bounty Select-A-Size Paper Towels

Bounty
★★★★★ 13380



Sterilite Pencil Box

Sterilite
★★★★★ 1785



Crayola 12ct Kids Pre-Sharpended...

Crayola
★★★★★ 1729



Facial Tissue - 144ct - up & up™

up & up Only at
★★★★★ 4407

Market Share Leaders:



Brands Observed

842

▼ -4% vs Prior Period

Items Observed

8,231

▼ -26% vs Prior Period

Department Summary

Keywords Observed

59,502

▼ -8% vs Prior Period

Sponsorship Activity

▲ 86.7%

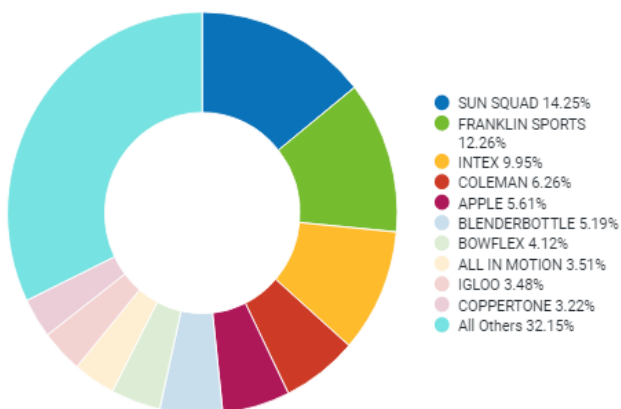
546,294 Weekly Average

Organic Search Visibility

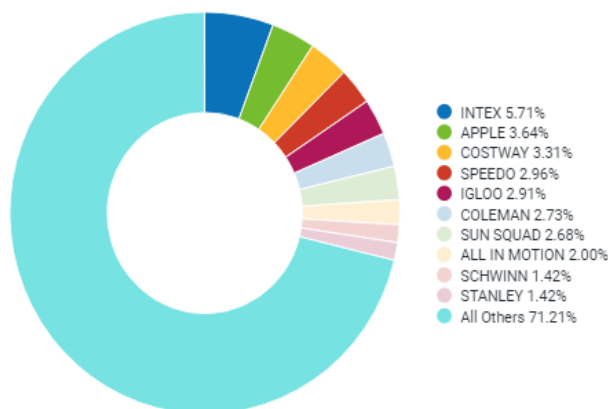
▼ -25.8%

4,328,477,853 Weekly Average

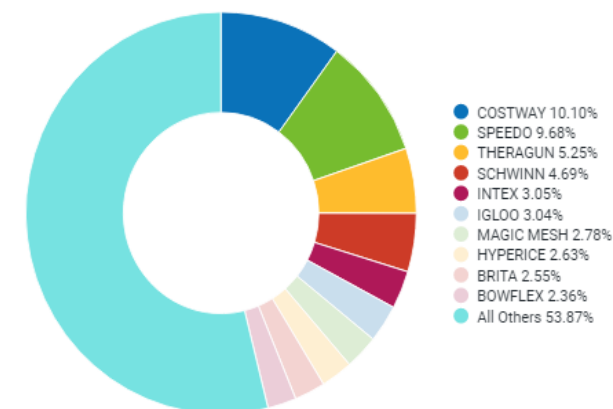
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Blender Bottle 20oz Portable Drinkware
BlenderBottle
★★★★★ 935



6' x 22" Deluxe Rectangular Family...
Sun Squad
★★★★☆ 165



Bowflex SelectTech 552 Dumbbell - Black
Bowflex
★★★★★ 68



Dumbbell - All in Motion™
All in Motion
★★★★★ 2977



Intex 120V AC Electric Pump
Intex
★★★★★ 699

Market Share Leaders:



Brands Observed

1,023

▼ -5% vs Prior Period

Items Observed

9,648

▼ -2% vs Prior Period

Department Summary

Keywords Observed

112,514

▲ 9% vs Prior Period

Sponsorship Activity

▲ 35.0%

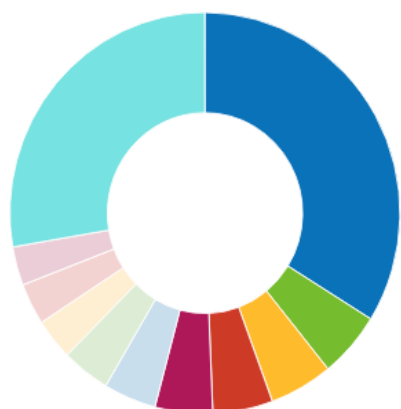
2,995,629 Weekly Average

Organic Search Visibility

▼ -28.0%

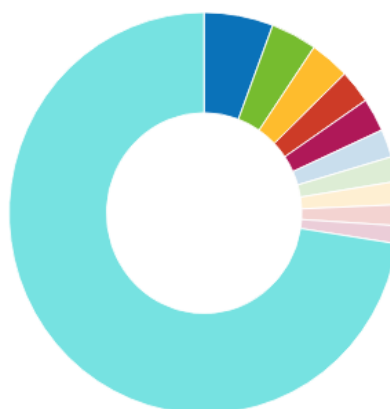
4,779,884,186 Weekly Average

Top-Selling Brands



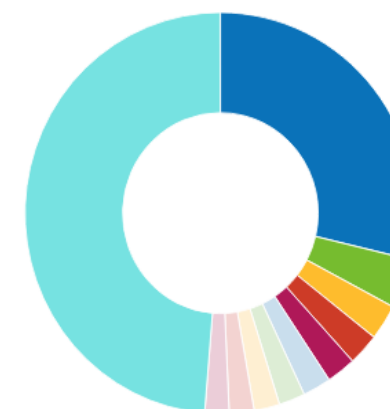
- SUN SQUAD 33.85%
- CASDON TOYS 5.30%
- HASBRO GAMING 5.23%
- 5 SURPRISE 4.99%
- HOT WHEELS 4.78%
- BUNCH O BALLOONS 4.36%
- SQUISHMALLOWS 4.00%
- RAZOR 3.34%
- CRAYOLA 3.34%
- PERFECTLY CUTE 3.12%
- All Others 27.69%

Top Brands in Organic Search



- LEGO 5.72%
- SUN SQUAD 3.81%
- BARBIE 3.26%
- NINTENDO 2.72%
- NERF 2.71%
- DISNEY 2.26%
- POKEMON 1.99%
- TRANSFORMERS 1.86%
- COSTWAY 1.68%
- MARVEL 1.43%
- All Others 72.55%

Top Brands in Paid Search



- LEGO 28.75%
- FISHER-PRICE 4.01%
- OUR GENERATION 2.86%
- NIU 2.59%
- WHAT DO YOU MEME? 2.41%
- B. TOYS 2.34%
- NERF 2.17%
- TRANSFORMERS 2.12%
- MATTEL 2.05%
- FAO SCHWARZ 2.00%
- All Others 48.72%

Top-Selling Items:



Casdon Toys DC24 Dyson Ball Toy Vacuum
Casdon Toys
★★★★☆ 835



Kids' Splash Bombs 4pc - Sun Squad™
Sun Squad
★★★★★ 101



Bop It! Game
Hasbro Gaming
★★★★★ 435



Crayola 48ct Washable Sidewalk Chalk - Bold Colors
Crayola
★★★★★ 770



Razor A Kick Scooter
Razor
★★★★★ 1547

Market Share Leaders:



Brands Observed

81

▼ -36% vs Prior Period

Items Observed

1,149

▼ -29% vs Prior Period

Department Summary

Keywords Observed

11,357

▼ -8% vs Prior Period

Sponsorship Activity

▲ 69.6%

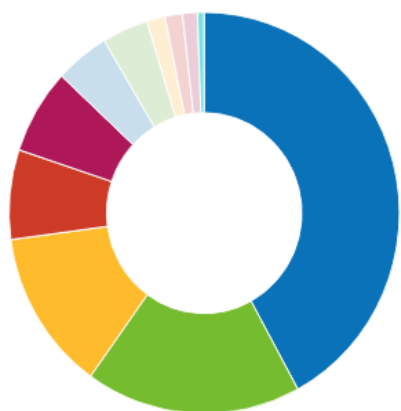
102,445 Weekly Average

Organic Search Visibility

▼ -17.6%

1,459,937,934 Weekly Average

Top-Selling Brands



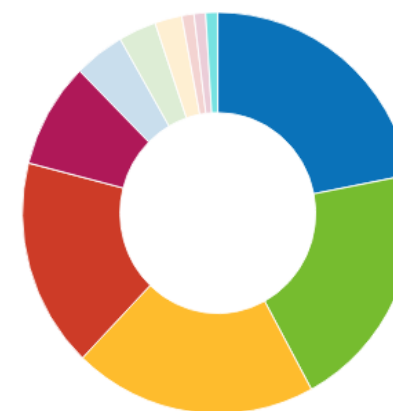
- NINTENDO 42.05%
- ELECTRONIC ARTS 17.86%
- MICROSOFT 12.98%
- PLAYSTATION 7.22%
- LOGITECH 6.86%
- META QUEST 4.48%
- ROBLOX 3.80%
- WARNER BROS. 1.53%
- RDS INDUSTRIES 1.45%
- COKEM 1.23%
- All Others 0.54%

Top Brands in Organic Search



- NINTENDO 17.69%
- MICROSOFT 10.19%
- INSTEN 9.69%
- SONY 7.47%
- PLAYSTATION 6.76%
- ACER 5.58%
- XBOX 4.91%
- LOGITECH 4.46%
- RAZER 3.30%
- POWERA 3.30%
- All Others 26.64%

Top Brands in Paid Search



- NINTENDO 21.94%
- HP INC. 20.12%
- STEELESERIES 20.11%
- HYPERX 16.85%
- LOGITECH 8.49%
- BACKBONE 4.16%
- ARCADE1UP 3.13%
- INSTEN 2.24%
- ASTRO 1.01%
- LENOVO 0.95%
- All Others 1.00%

Top-Selling Items:



Xbox Series S 1TB Console - Black
Microsoft



Super Smash Bros. Ultimate - Nintendo Switch
Nintendo
★★★★★ 48



Madden NFL 23 - PlayStation 5
Electronic Arts
★★★★★ 94



Roblox Gift Card
Roblox
★★★★★ 1170



Madden NFL 23 - Xbox One
Electronic Arts
★★★★★ 62

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