# Athleisure Advertising

# Scenario

➔ Our client is a startup online clothing company that specializes in athleisure clothing in the US. Their marketing team wants to launch an ad campaign to increase online traffic on their website, which hopefully leads to more revenue. To best allocate time and effort for the launch of the ad campaign and maximize the audience to see their ads, they want to understand 3 things.

- Which **keywords** related to athleisure are consumers searching for most?
- Which **month** are consumers searching for athleisure clothing most?
- Which **platform** are consumers using most for their athleisure searches?

➔ We assume that the main searching platforms are as follows:

- Google for information.
- YouTube for video content.
- amazon for purchases.

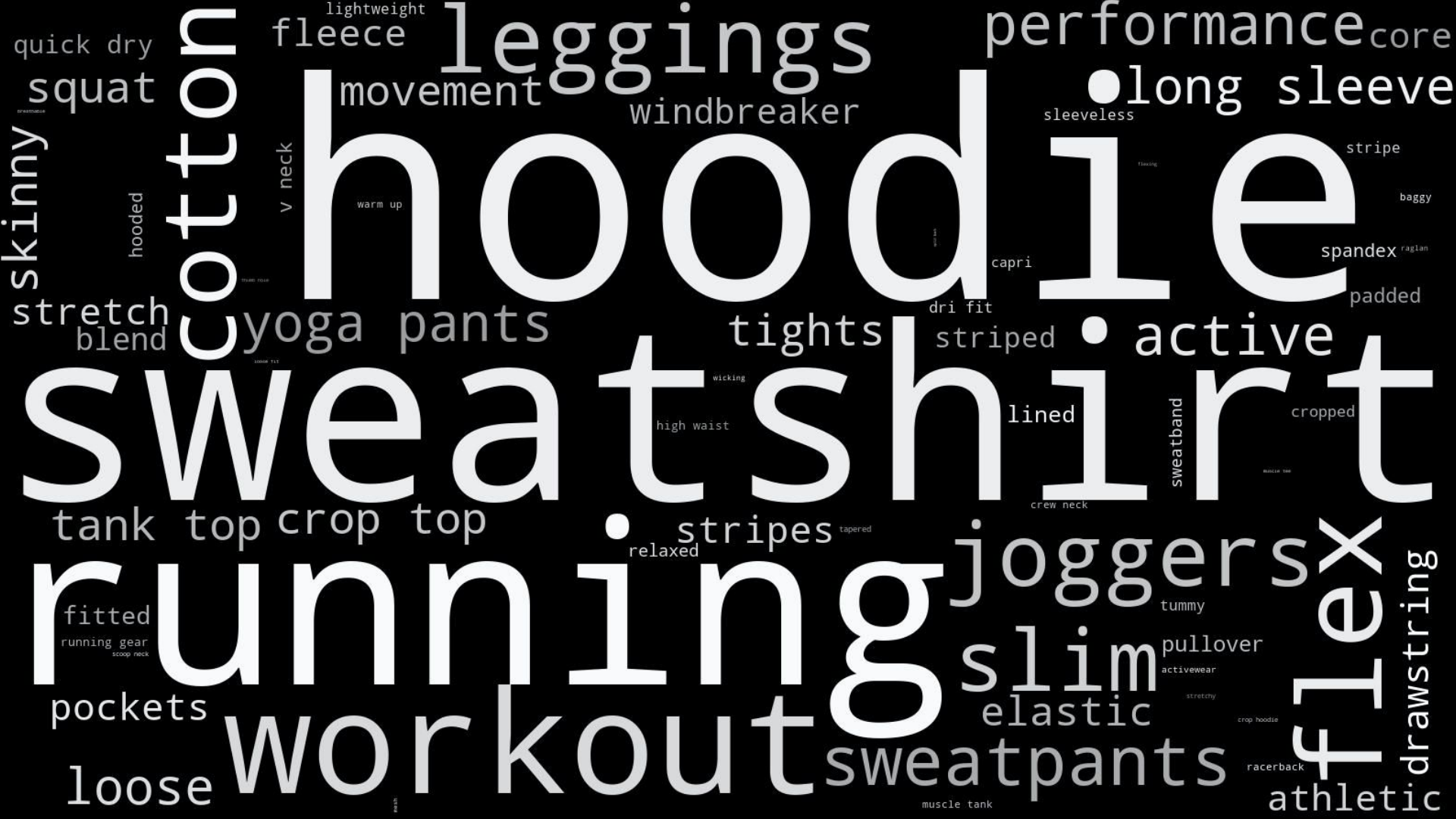
# Data Source Overview

➔ Our data source is Wordtracker - a paid database service that helps clients get more traffic to their website or better understand what consumers are searching for.

➔ Wordtracker offers a 1-year sample of search data on Google, Youtube, Amazon, and Ebay. It provides over 2 billion unique keywords from 18 million global panelists, across 106 countries.

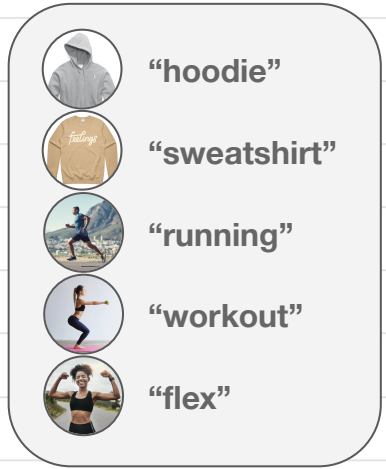
➔ For our study, we pulled data from Wordtracker with the following constraints:

- 77 terms related to athleisure.
- Search volumes only in the United States.
- Data pulled from Google, YouTube, and amazon.


lightweight
fleece
leggings
performance
core
quick dry
squat
movement
long sleeve
windbreaker
sleeveless
skinny
cotton
v neck
hoodie
stripe
warm up
baggy
hooded
spandex
capri
padded
stretch
blend
yoga pants
tights
dri fit
striped
active
sweatshirt
wicking
lined
cropped
high waist
sweatband
crew neck
tank top
crop top
stripes
tapered
relaxed
joggers
flex
drawstring
running
fitted
tummy
running gear
slim
pullover
activewear
pockets
elastic
workout
sweatpants
racerback
loose
athletic
muscle tank

# Which **keywords** related to athleisure are consumers searching for most?

(Google + YouTube + amazon)




Total Number Of Searches

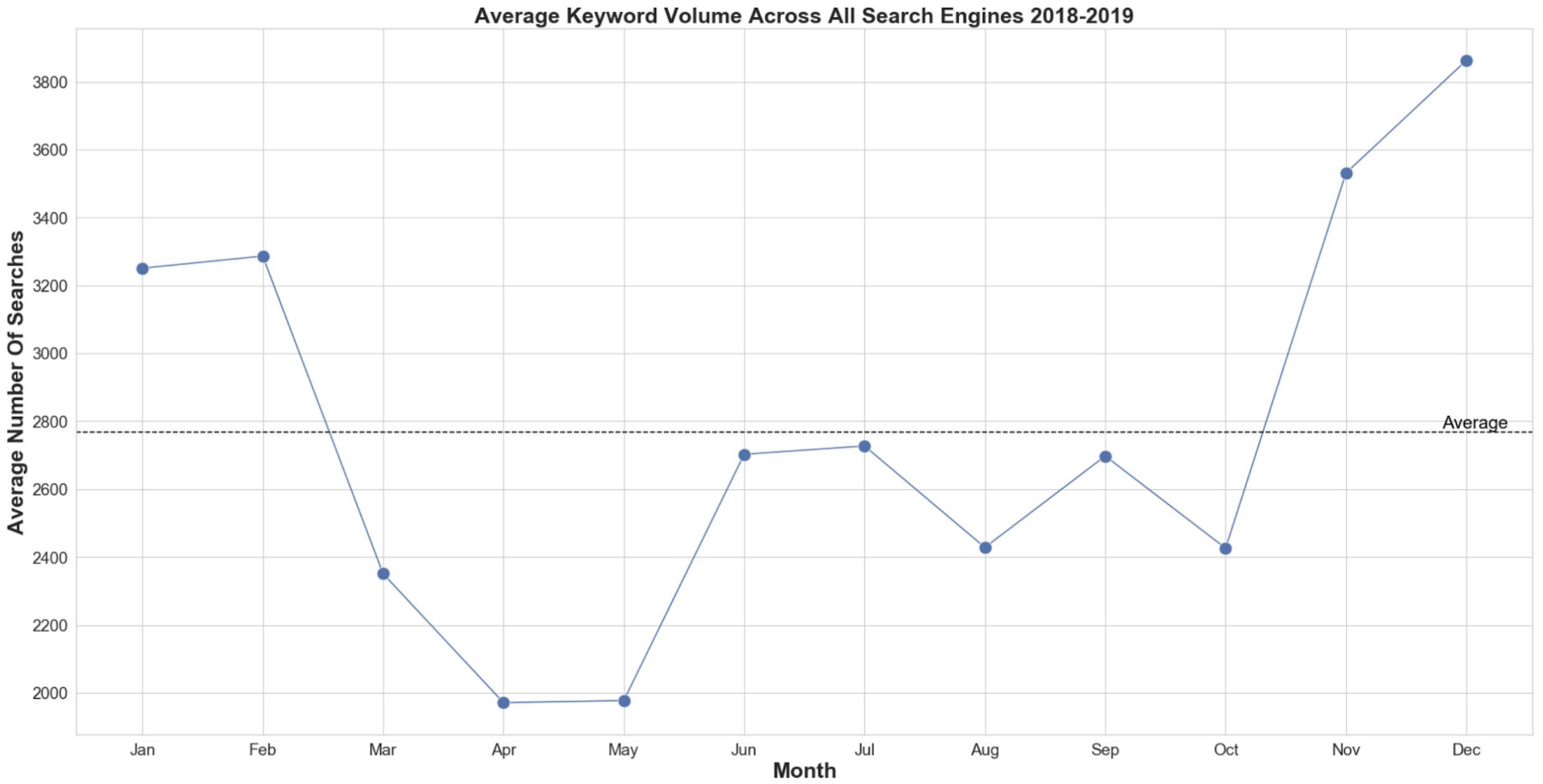
1300000
1200000
1100000
1000000
900000
800000
700000
600000
500000
400000
300000
200000
100000
0

Average

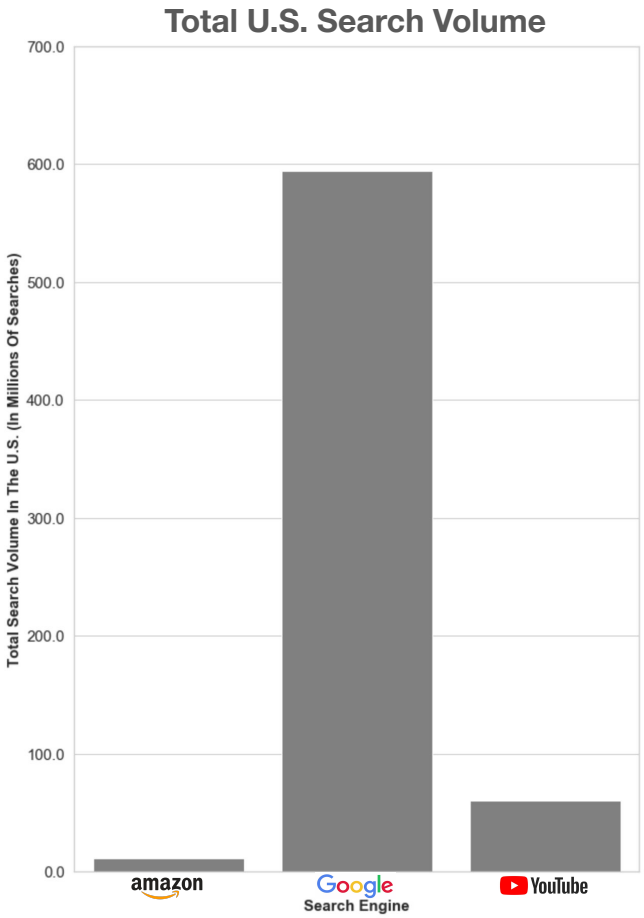
hoodie, sweatshirt, running, workout, flex, cotton, leggings, joggers, slim, sweatpants, performance, active, yoga pants, long sleeve, loose, skinny, squat, crop top, tank top, tights, movement, elastic, fleece, stretch, drawstring, pockets, stripes, athletic, core, windbreaker, blend, striped, quick dry, fitted, lined, pullover, padded, v neck, spandex, hooded, relaxed, sweatband, cropped, dri fit, stripe, tummy, sleeveless, lightweight, capri, running gear, high waist, warm up, crew neck, racerback, baggy, muscle tank, activewear, tapered, raglan, wicking, crop hoodie, scoop neck, stretchy, mesh, breathable, thumb hole, flexing, loose fit, muscle tee, split back, short sleeve, stretchable, basic tee, ventilated, mid rise, 3 stripes, active gear

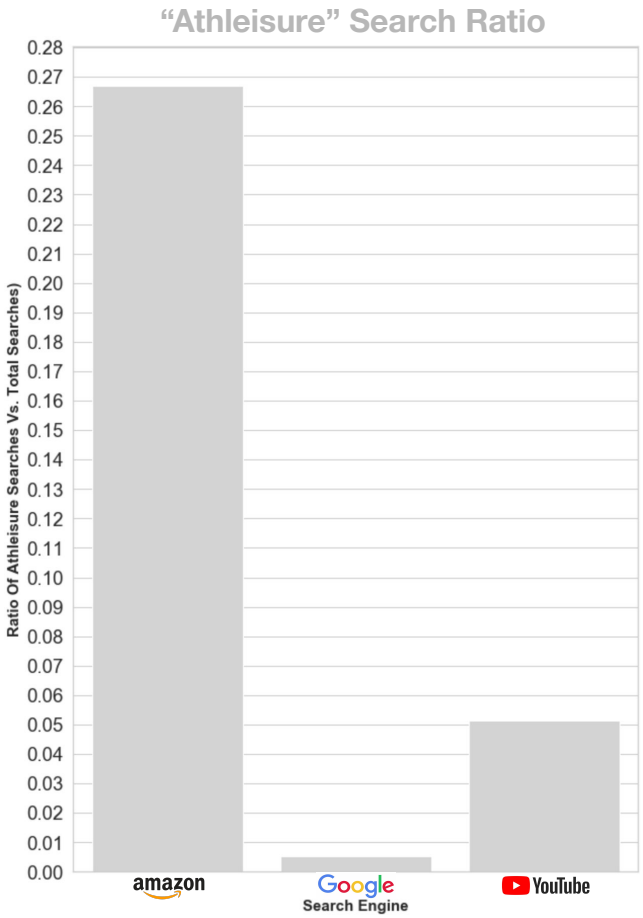
Search Keyword

Which **month** are consumers searching for athleisure clothing most frequently?



Which **platform** are consumers using most for their searches?



# Key Insights

➔ **We recommend an athleisure ad that uses the following top 10 keyword / platform combinations:**

- “running” + YouTube
- “hoodie” + YouTube
- “sweatshirt” + YouTube
- “workout” + amazon
- “flex” + YouTube
- “hoodie” + amazon
- “leggings” + amazon
- “workout” + YouTube
- “joggers” + amazon
- “cotton” + YouTube

➔ **Month**

- Launch the ad any time of year you want! The month in combination with keyword / platform is not significant enough to make a big difference.

# Future Actions to Take

➔ **Future studies** that may be helpful to improve the accuracy of these results:

- Explore demographics of each engine (age, gender, income).
- Explore conversion rates - who actually buys the product after viewing the ad?
- Explore the costs of running an ad on a particular platform (cost of an ad on Google, or Amazon, etc…).

# Questions?

# Individual Insights

➔ **Keywords:**

- We recommend that the ad campaign use these buzzwords in the ad: **hoodie**, **running**, **sweatshirt**, **workout**, and **flex**. On average, these 5 keywords vastly outperform any other athleisure-related keyword tested across all platforms and months.

➔ **Platform**

- We recommend that the ad campaign is not launched on the Google, because it has the lowest search volume for athleisure-related keywords and has by far the lowest ratio of athleisure searches.
  - If **search volume** is most important, then we recommend **YouTube.**
  - If **market share** is most important, then we recommend **Amazon.**

➔ **Month**

- The month is not a significant enough factor to provide a confident recommendation. Month should only be considered as a factor when combined with a particular platform and set of keywords.

# Assumption Improvement

➔ **Assumptions** to improve upon:

- Ensure all word types being tested are similar.
  - For example, use all nouns, or all adjectives, etc…
- Limit results to clothing-related searches.
  - For example, consider pairing an “athleisure” related adjective to an article of clothing - ex: “breathable hoodie”, “ventilated shorts”, “striped joggers”, etc…
- Ensure all platforms being compared are the same in the service that they provide for better accuracy.
  - For example, compare Google to Bing, or YouTube and Vimeo, or Amazon and Ebay.

# Wordtracker Database Stats

Wordtracker Database Stats **(US)**

| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
|---|---|---|---|---|
| 1365152 | 114231420 | 594234483 | google | US |
| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
| 66073 | 9166488 | 60508218 | youtube | US |
| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
| 15771 | 1395186 | 11653715 | amazon | US |

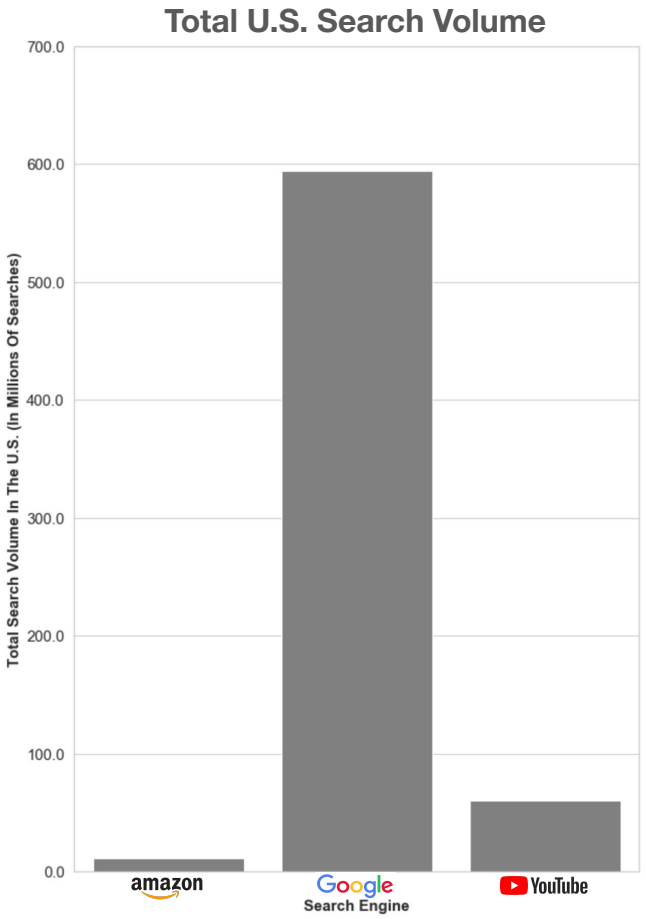
Wordtracker Database Stats **(Global)**

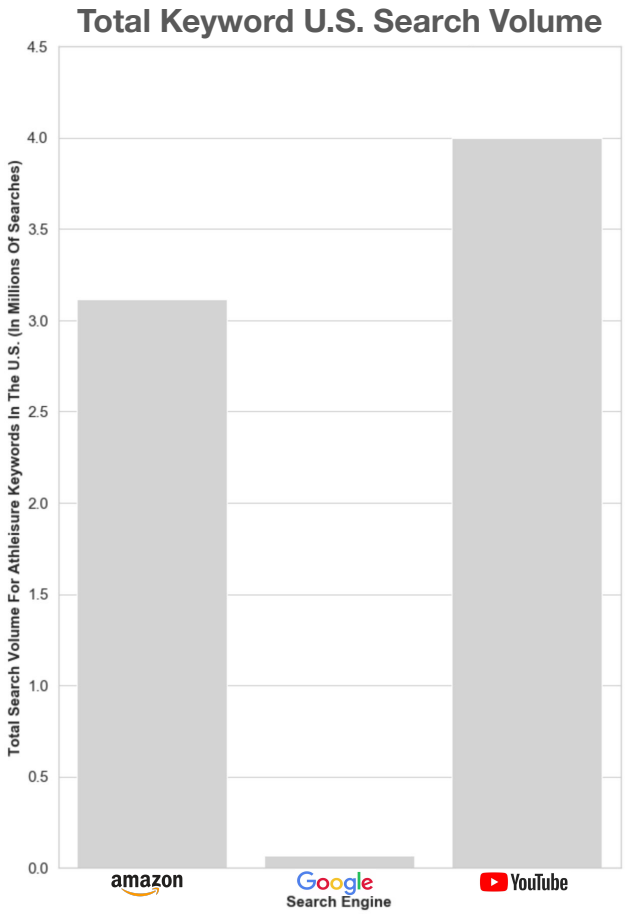
| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
|---|---|---|---|---|
| 14317956 | 158815187 | 1621049083 | google | GL |
| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
| 372540 | 60572442 | 731872388 | youtube | GL |
| Max Volume For Any One Search | Volume Of Unique Searches | Total Volume Of Searches | Search Platform | Country |
| 29962 | 3650972 | 27109062 | amazon | GL |

According to Search Engine Journal - Google, YouTube, and Amazon are the three most popular search engines worldwide.

According to Bluelist (updated in 2019) there are about **2 trillion** Google searches per year.
Wordtracker provides nearly **2 billion** Google searches within a 1 year timeframe.
We assume that Wordtracker represents a sample roughly 1/1000th of the entire Google search database worldwide.

# Total Search Volume vs. Total Keyword Search Volume

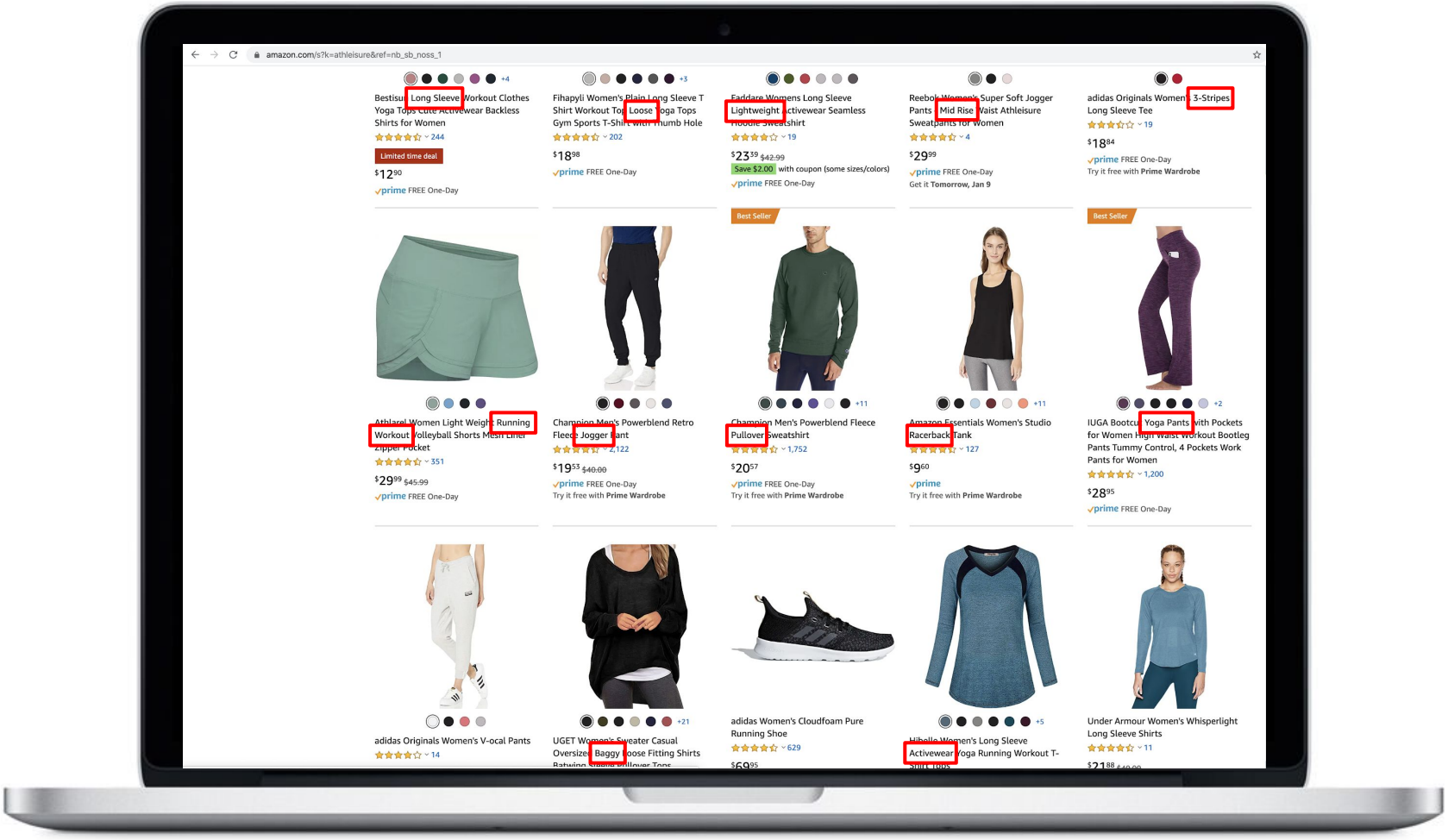


core
movement
athletic
stripe
sweatshirt
running
cotton
hoodie
flex
performance
elastic
active
striped
blend
leggings
joggers
crop top
slim
loose
stretch
fleece
lined
skinny
workout
sweatpants
tank top
stripes
activewear
yoga pants
tights
capri
squat
windbreaker
spandex
pockets
mesh
lightweight
fitted
baggy
sleeveless
dri fit
sweatband
pullover
short sleeve
crew neck
scoop neck
v neck
wicking
drawstring
flexing
padded
hooded
warm up
long sleeve
running gear
cropped
ragian
tummy
tapered
stretchy

running
sweatshirt
hoodie
flex
performance
workout
cotton
slim
movement
skinny
blend
stretch
loose
elastic
active
stripes
sweatpants
tank top
pockets
yoga pants
striped
core

hoodie
workout
joggers
leggings
sweatshirt
running
yoga pants
slim
cotton
crop top
long sleeve
sweatpants
active
loose
tank top
pockets
tights
fleece
windbreaker
athletic
squat
drawstring
core
quick dry
dri fit
elastic
capri
fitted
flex
lined
blend
stretch
high waist
lightweight
crew neck
v neck
sweatband
pullover
sleeveless
relaxed
spandex
racerback
skinny
hooded
tummy
padded
running gear
stripes
cropped
muscle tank
performance
washing
striped


amazon.com/s?k=athleisure&ref=nb_sb_noss_1
Long Sleeve
Loose
Lightweight
Mid Rise
3-Stripes
Limited time deal
Best Seller
Workout
Running
Pullover
Racerback
Yoga Pants
Baggy
Activewear

# Hypothesis Tests:

One Factor ANOVA:

$H_{01}$ - All athleisure-related keywords are equal in terms of average search volume.
$H_{A1}$ - Some athleisure-related keywords have greater average search volumes than others.

➤ **Reject** at $\alpha = 0.05$

$H_{02}$ - People will be equally likely to search for activewear-related terms in any given month.
$H_{A2}$ - People will be more likely to search for activewear-related terms depending on the month.

➤ **Fail to reject** at $\alpha = 0.05$

$H_{03}$ - There will be an equal search volume for activewear-related terms on any platform.
$H_{A3}$ - There will be a greater search volume for activewear-related terms on one particular platform.

➤ **Reject** at $\alpha = 0.05$

Two Factor ANOVA:

$H_{01}$ - All keyword/engine combinations are equal in terms of mean search volume.
$H_{A1}$ - Some keyword/engine combinations have greater mean search volume.

➤ **Reject** at $\alpha = 0.05$

$H_{02}$ - All keyword/month combinations are equal in terms of mean search volume.
$H_{A2}$ - Some keyword/month combinations have greater mean search volume.

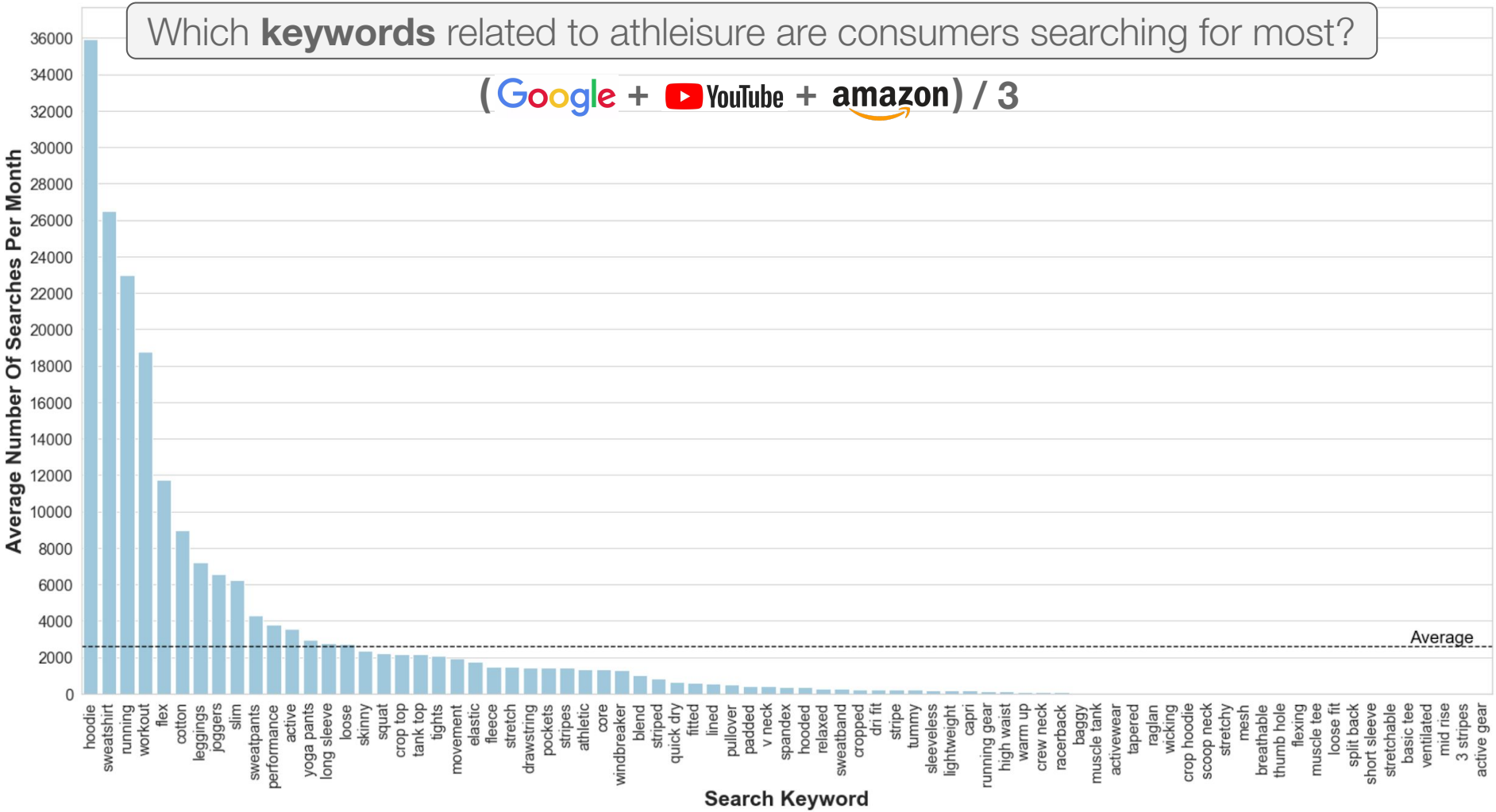
➤ **Fail to reject** at $\alpha = 0.05$

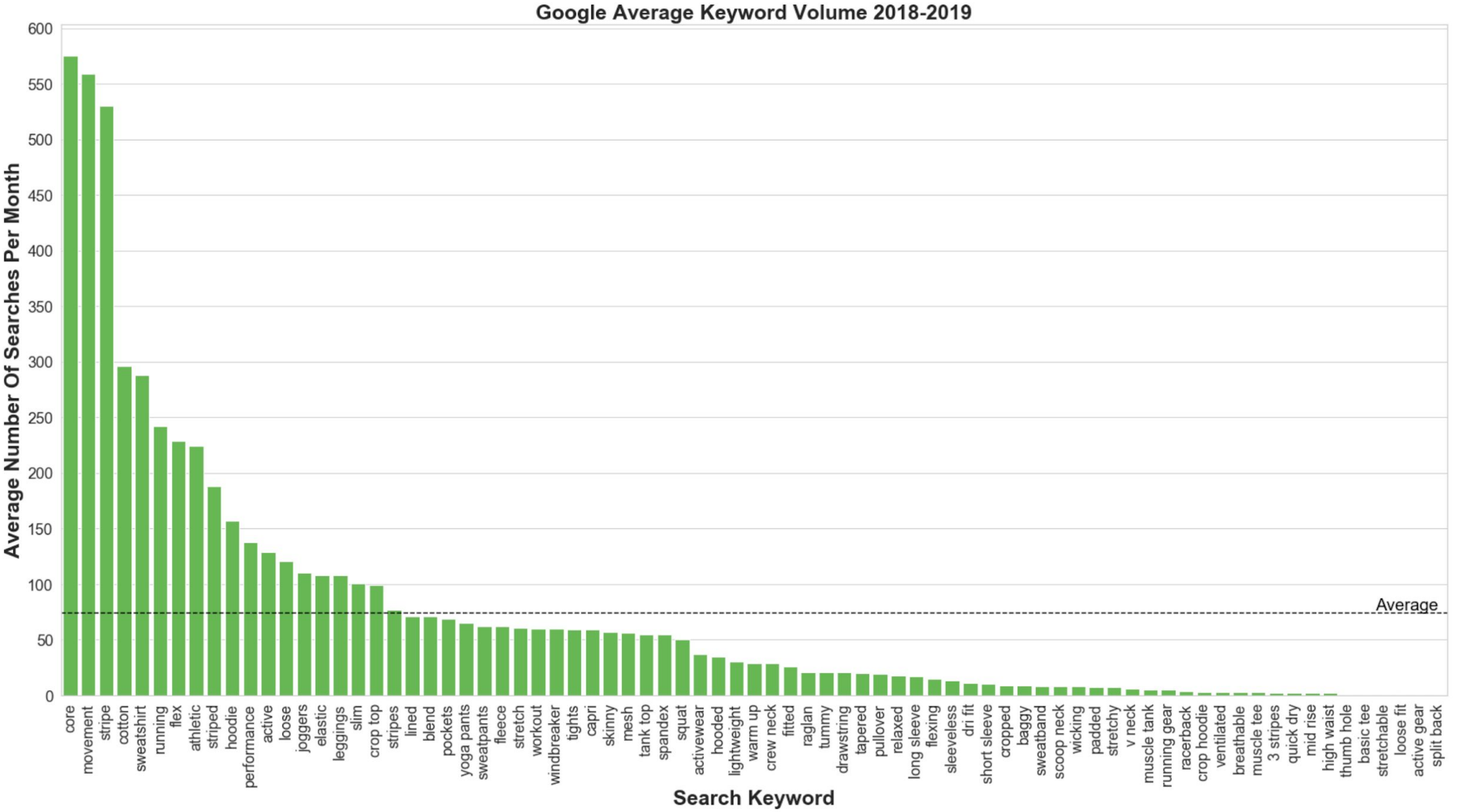
$H_{03}$ - All engine/month combinations are equal in terms of mean search volume.
$H_{A3}$ - Some engine/month combinations have greater mean search volume.

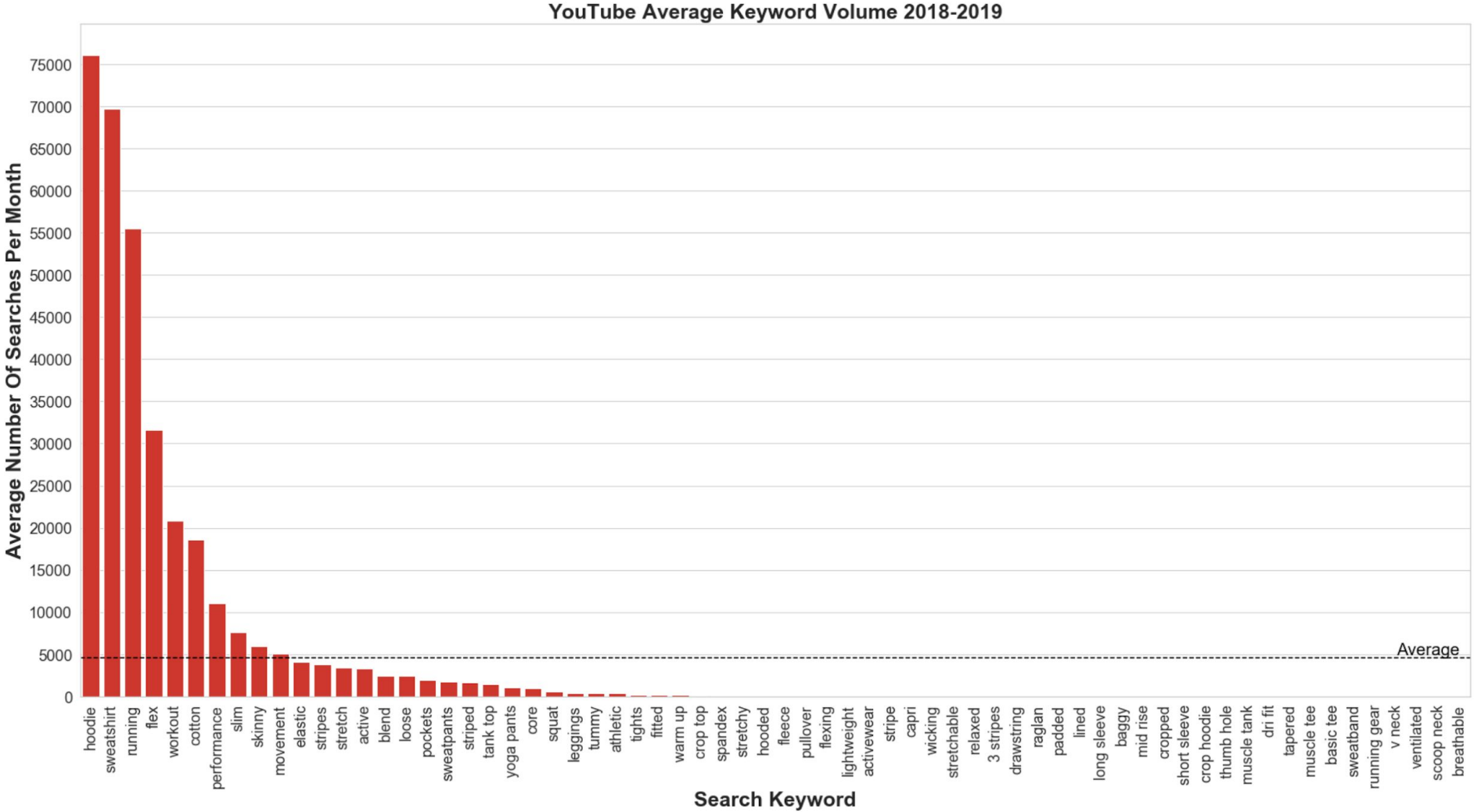
➤ **Fail to reject** at $\alpha = 0.05$

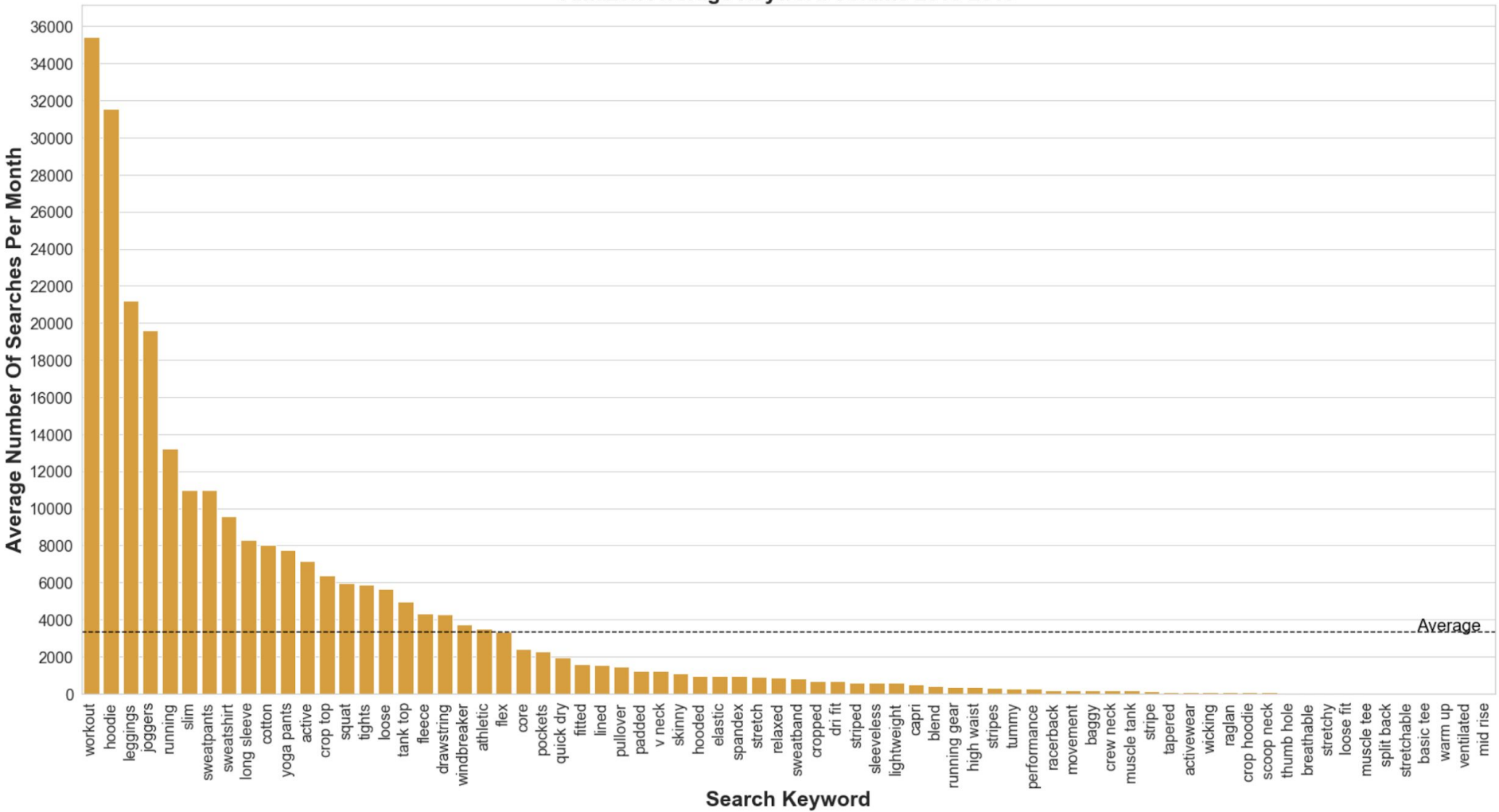
# Which **keywords** related to athleisure are consumers searching for most?

(Google + YouTube + amazon) / 3




Google Average Keyword Volume 2018-2019
Average Number Of Searches Per Month
600
550
500
450
400
350
300
250
200
150
100
50
0
Average
core
movement
stripe
cotton
sweatshirt
running
flex
athletic
striped
hoodie
performance
active
loose
joggers
elastic
leggings
slim
crop top
stripes
lined
blend
pockets
yoga pants
sweatpants
fleece
stretch
workout
windbreaker
tights
capri
skinny
mesh
tank top
spandex
squat
activewear
hooded
lightweight
warm up
crew neck
fitted
raglan
tummy
drawstring
tapered
pullover
relaxed
long sleeve
flexing
sleeveless
dri fit
short sleeve
cropped
baggy
sweatband
scoop neck
wicking
padded
stretchy
v neck
muscle tank
running gear
racerback
crop hoodie
ventilated
breathable
muscle tee
3 stripes
quick dry
mid rise
high waist
thumb hole
basic tee
stretchable
loose fit
active gear
split back
Search Keyword


YouTube Average Keyword Volume 2018-2019
Average Number Of Searches Per Month
75000
70000
65000
60000
55000
50000
45000
40000
35000
30000
25000
20000
15000
10000
5000
0
Average
hoodie
sweatshirt
running
flex
workout
cotton
performance
slim
skinny
movement
elastic
stripes
stretch
active
blend
loose
pockets
sweatpants
striped
tank top
yoga pants
core
squat
leggings
tummy
athletic
tights
fitted
warm up
crop top
spandex
stretchy
hooded
fleece
pullover
flexing
lightweight
activewear
stripe
capri
wicking
stretchable
relaxed
3 stripes
drawstring
raglan
padded
lined
long sleeve
baggy
mid rise
cropped
short sleeve
crop hoodie
thumb hole
muscle tank
dri fit
tapered
muscle tee
basic tee
sweatband
running gear
v neck
ventilated
scoop neck
breathable
Search Keyword


Amazon Average Keyword Volume 2018-2019
Average Number Of Searches Per Month
36000
34000
32000
30000
28000
26000
24000
22000
20000
18000
16000
14000
12000
10000
8000
6000
4000
2000
0
Average
workout
hoodie
leggings
joggers
running
slim
sweatpants
sweatshirt
long sleeve
cotton
yoga pants
active
crop top
squat
tights
loose
tank top
fleece
drawstring
windbreaker
athletic
flex
core
pockets
quick dry
fitted
lined
pullover
padded
v neck
skinny
hooded
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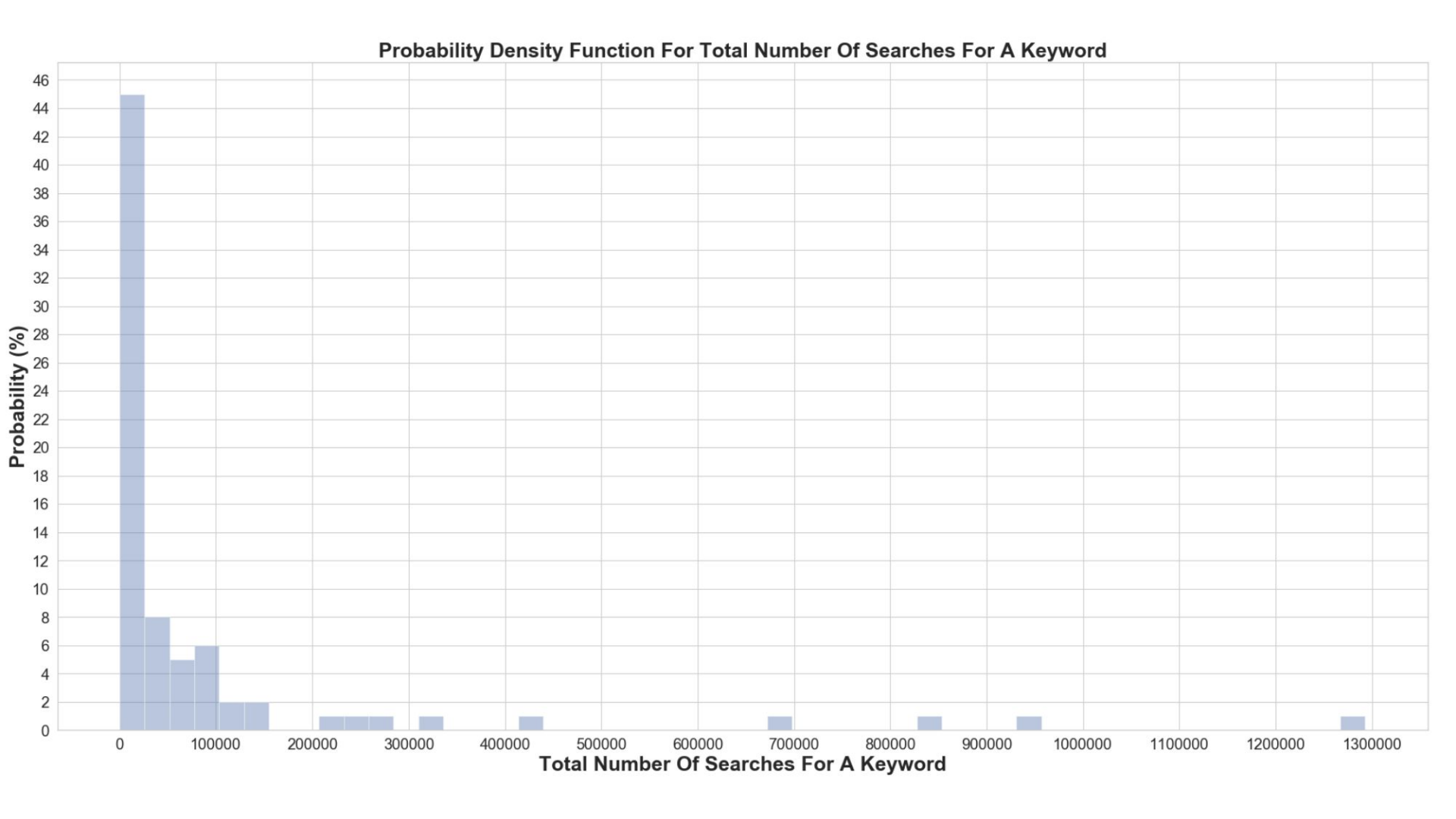
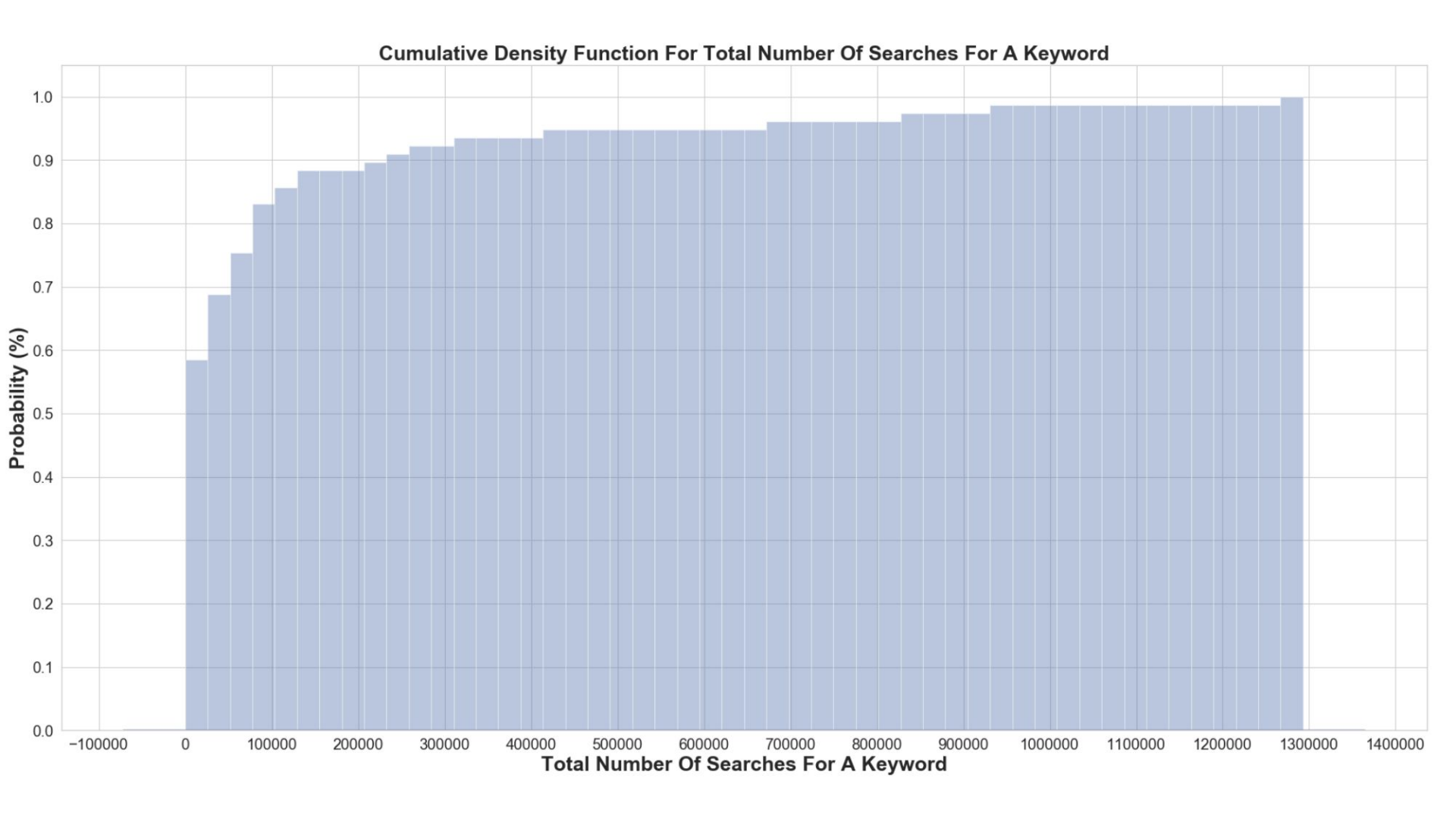
spandex
stretch
relaxed
sweatband
cropped
dri fit
striped
sleeveless
lightweight
capri
blend
running gear
high waist
stripes
tummy
performance
racerback
movement
baggy
crew neck
muscle tank
stripe
tapered
activewear
wicking
raglan
crop hoodie
scoop neck
thumb hole
breathable
stretchy
loose fit
muscle tee
split back
stretchable
basic tee
warm up
ventilated
mid rise
Search Keyword


Probability Density Function For Total Number Of Searches For A Keyword
Probability (%)
0
2
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32
34
36
38
40
42
44
46
0
100000
200000
300000
400000
500000
600000
700000
800000
900000
1000000
1100000
1200000
1300000
Total Number Of Searches For A Keyword


Cumulative Density Function For Total Number Of Searches For A Keyword
Probability (%)
1.0
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0.0
−100000
0
100000
200000
300000
400000
500000
600000
700000
800000
900000
1000000
1100000
1200000
1300000
1400000
Total Number Of Searches For A Keyword