

# Athleisure Ads Strategy

High Trending Searches On Multiple Platforms And Months



# 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 , , and .

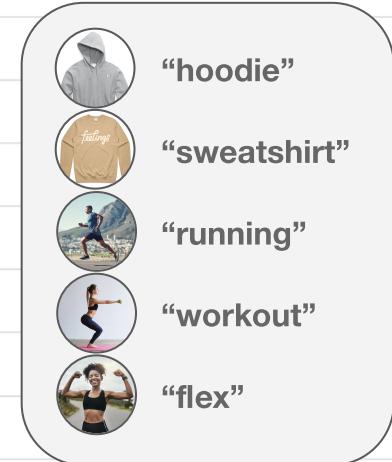
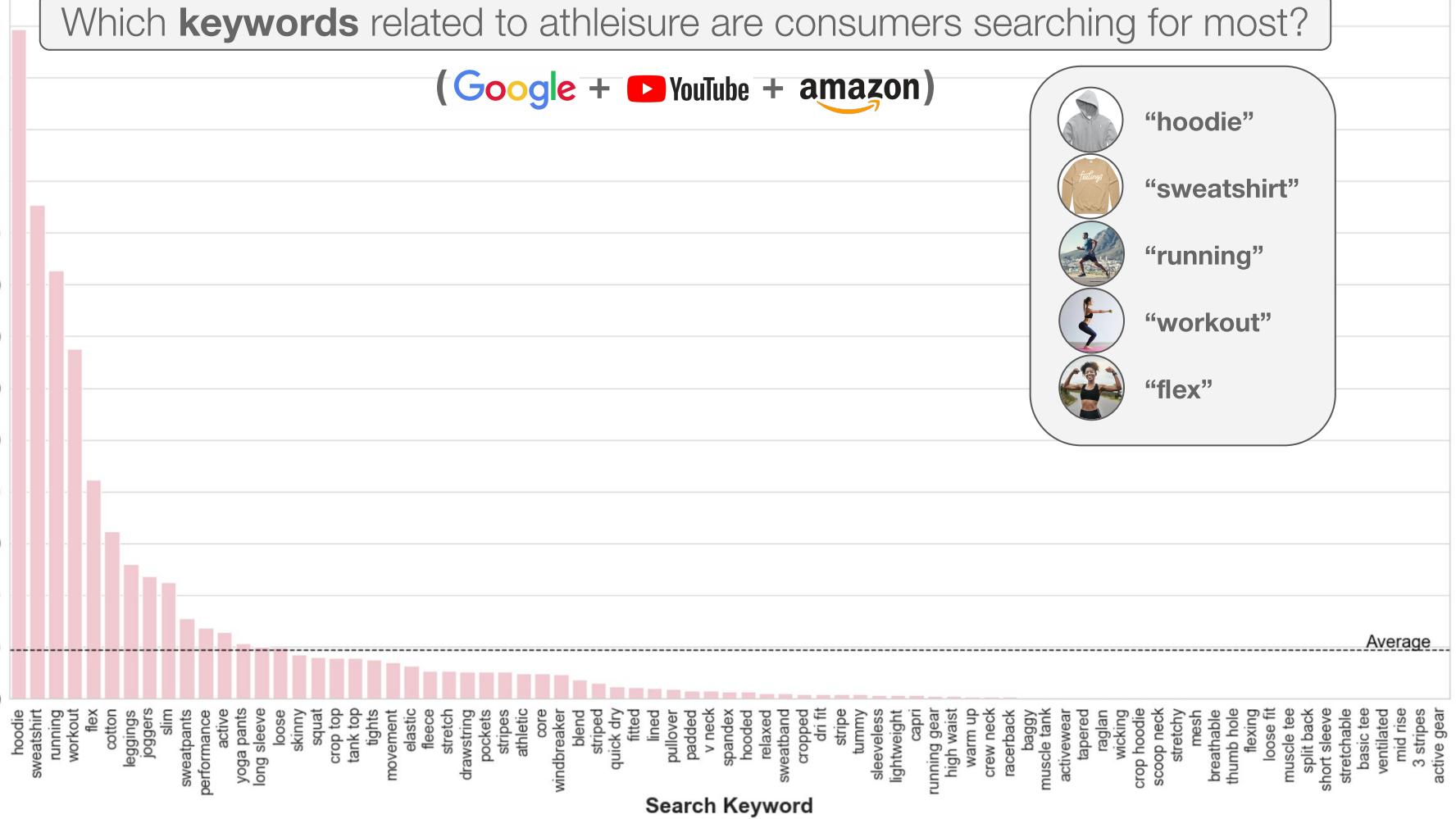
**leggings** **hoodie** **sweatshirt** **joggers** **running** **workout** **sweatpants**

quick dry  
squat  
skinny  
hooded  
stretch blend  
yoga pants  
tank top crop top  
fitted running gear scoop neck  
pockets  
loose  
lightweight  
fleece  
movement  
v neck  
warm up  
high waist  
wicking  
relaxed  
stripes  
tapered  
slim  
elastic  
athletic  
core  
long sleeve  
sleeveless  
stripe  
baggy  
spandex raglan  
padded  
capri  
dri fit  
striped  
active  
lined  
cropped  
sweatband  
tummy  
pullover  
activewear  
stretchy  
crop hoodie  
racerback  
drawstring  
athletic

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

(Google + YouTube + Amazon)

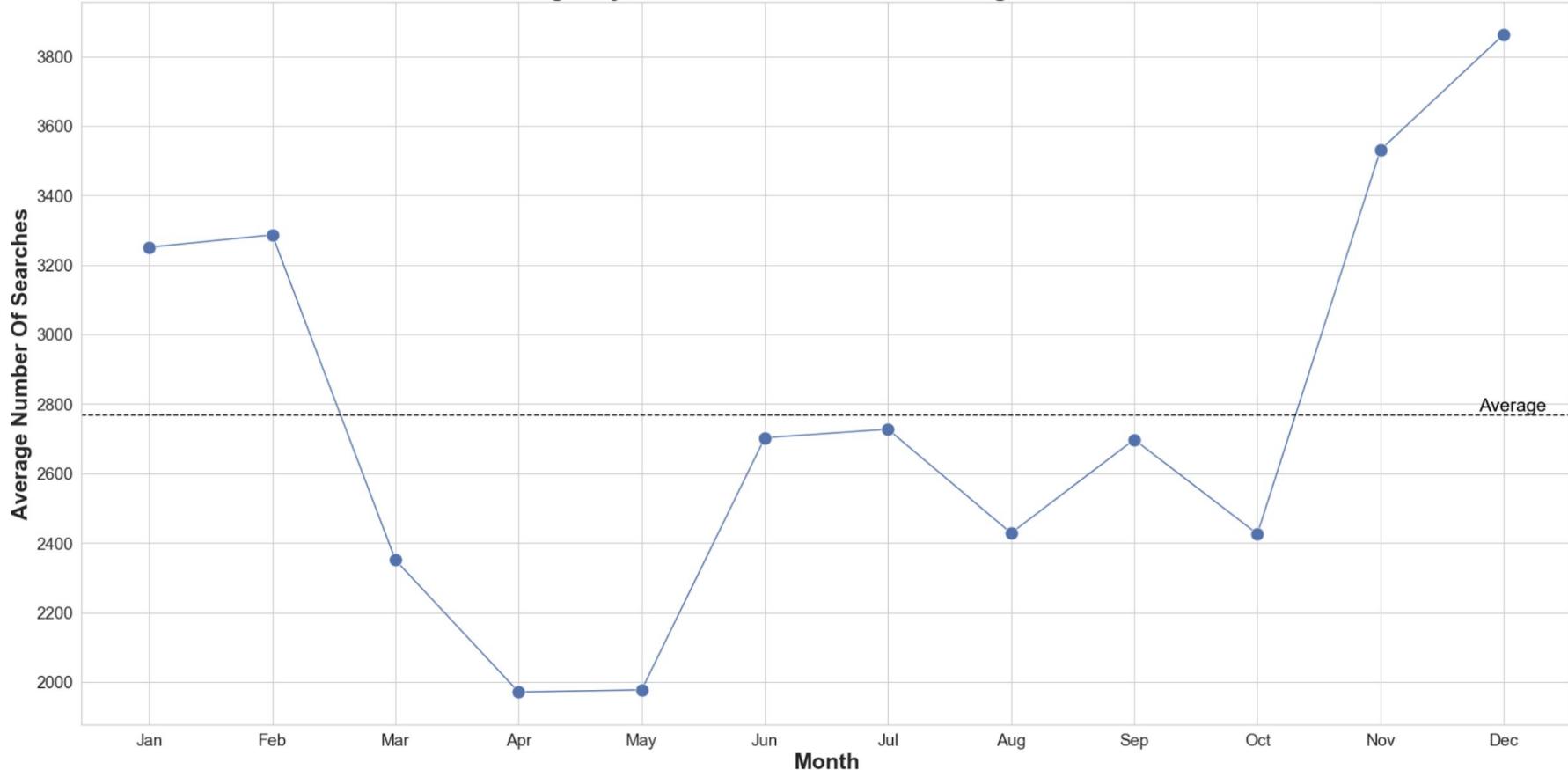
Total Number Of Searches



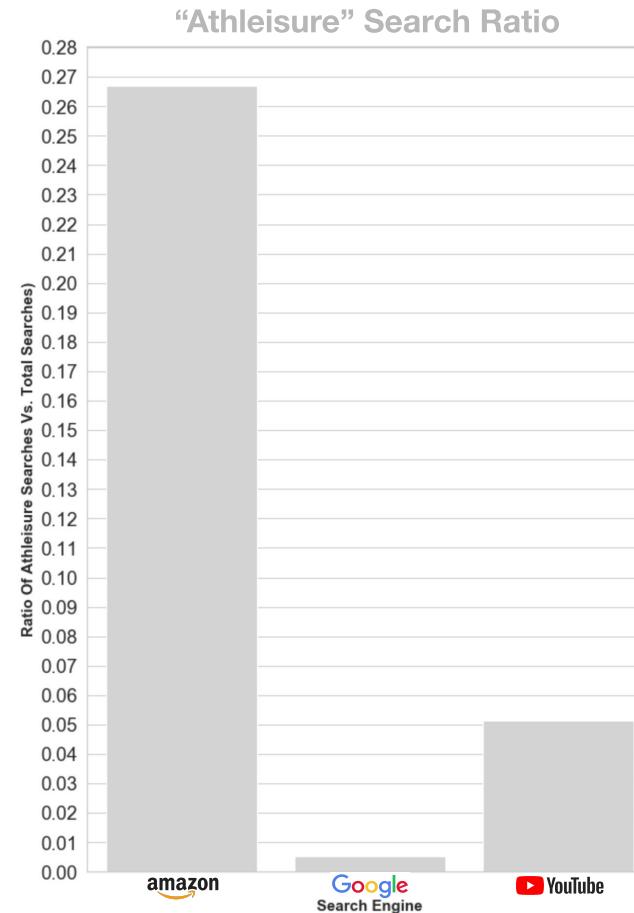
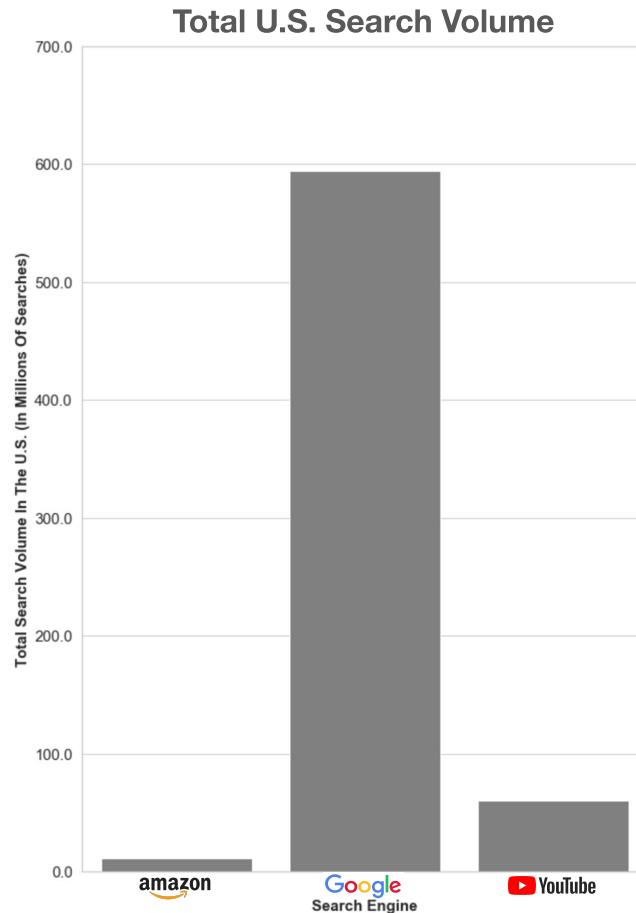
Average

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

Average Keyword Volume Across All Search Engines 2018-2019



# 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.

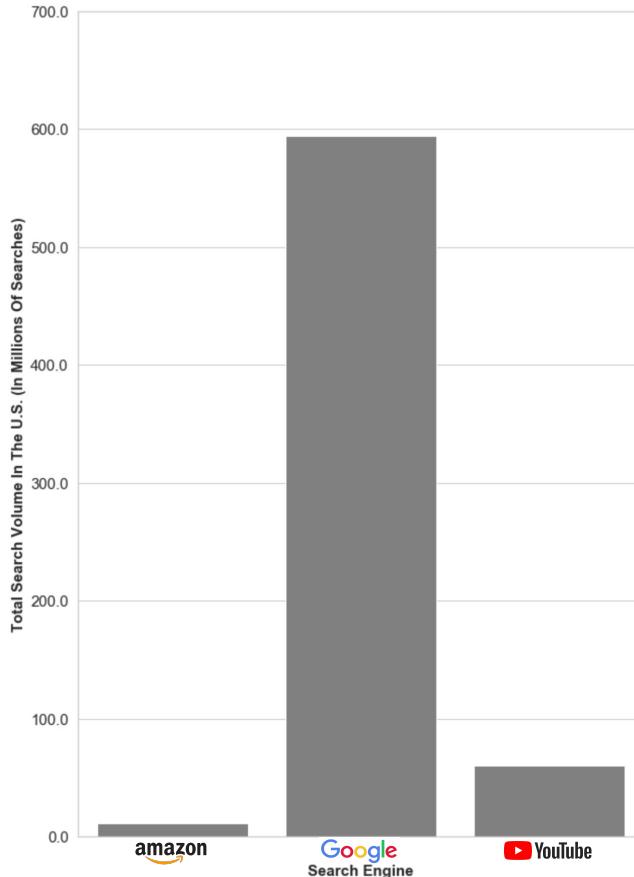
According to [Bluelist](#) (updated in 2019) there are about **2 trillion** Google searches per year.

Wordtracker provides nearly **2 billion** Google searches within a 1 year timeframe.

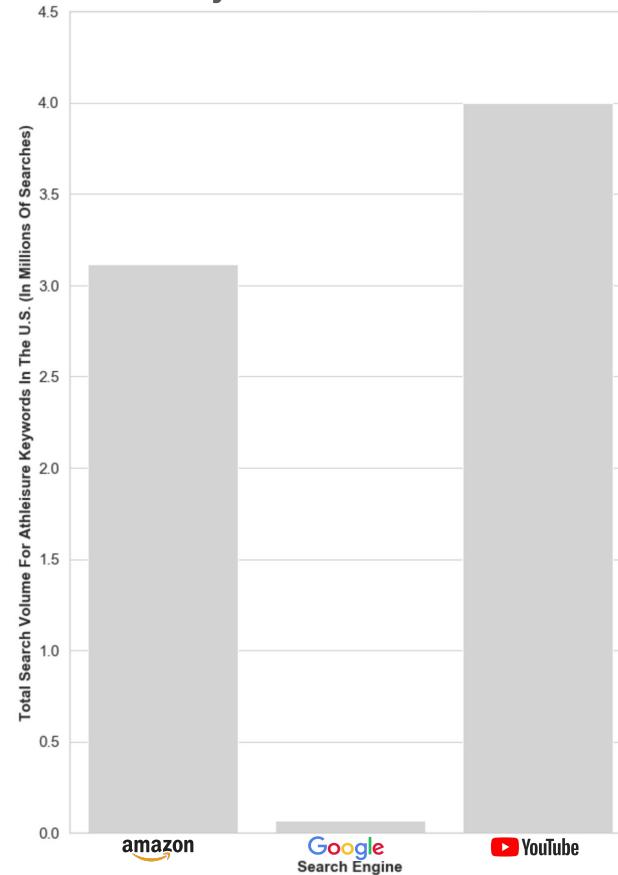
We assume that Wordtracker represents a sample roughly 1/1000th of the entire Google search database worldwide.

# Total Search Volume vs. Total Keyword Search Volume

## Total U.S. Search Volume



## Total Keyword U.S. Search Volume





**Google**





amazon.com/s?k=athleisure&ref=nb\_sb\_noss\_1

Bestieu Long Sleeve Yoga Tops Cute Activewear Backless Shirts for Women

★ ★ ★ ★ 244

\$12.90

Limited time deal

✓prime FREE One-Day

Fihapyli Women's Plain Long Sleeve T Shirt Workout Top Loose Gym Sports T-Shirt with Thumb Hole

★ ★ ★ ★ 202

\$18.98

✓prime FREE One-Day

Faddare Womens Long Sleeve Lightweight Activewear Seamless Hoodie Sweatshirt

★ ★ ★ ★ 19

\$23.99 \$42.99

Save \$20.00 with coupon (some sizes/colors)

✓prime FREE One-Day

Reebok Women's Super Soft Jogger Pants | Mid Rise Waist Athleisure Sweatpants for women

★ ★ ★ ★ 4

\$29.99

✓prime FREE One-Day

Get it Tomorrow, Jan 9

adidas Originals Women's 3-Stripes Long Sleeve Tee

★ ★ ★ ★ 19

\$18.84

✓prime FREE One-Day

Try it free with Prime Wardrobe

Athlarel Women Light Weight Running Workout Volleyball Shorts Mesh Liner Zipper Pocket

★ ★ ★ ★ 351

\$29.99 \$45.99

✓prime FREE One-Day

Champion Men's Powerblend Retro Fleece Jogger Pant

★ ★ ★ ★ 1,222

\$19.93 \$40.00

✓prime FREE One-Day

Try it free with Prime Wardrobe

Champion Men's Powerblend Fleece Pullover sweatshirt

★ ★ ★ ★ 1,752

\$20.97

✓prime FREE One-Day

Try it free with Prime Wardrobe

Amazon Essentials Women's Studio Racerback Tank

★ ★ ★ ★ 127

\$9.60

✓prime

Try it free with Prime Wardrobe

IUGA Bootcut Yoga Pants with Pockets for Women High Waisted Tummy Control 4 Pockets Work Pants for Women

★ ★ ★ ★ 1,200

\$28.95

✓prime FREE One-Day

adidas Originals Women's V-ocal Pants

★ ★ ★ ★ 14

UGET Women's Sweater Casual Oversize Baggy Loose Fitting Shirts Round Neck Long Sleeve Tops

adidas Women's Cloudfoam Pure Running Shoe

★ ★ ★ ★ 629

\$69.95

Hibella Women's Long Sleeve Activewear Yoga Running Workout T-Shirt Top

★ ★ ★ ★ 84

Under Armour Women's Whisperlight Long Sleeve Shirts

★ ★ ★ ★ 11

\$21.88 \$49.00

# 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  $\alpha = 0.05$

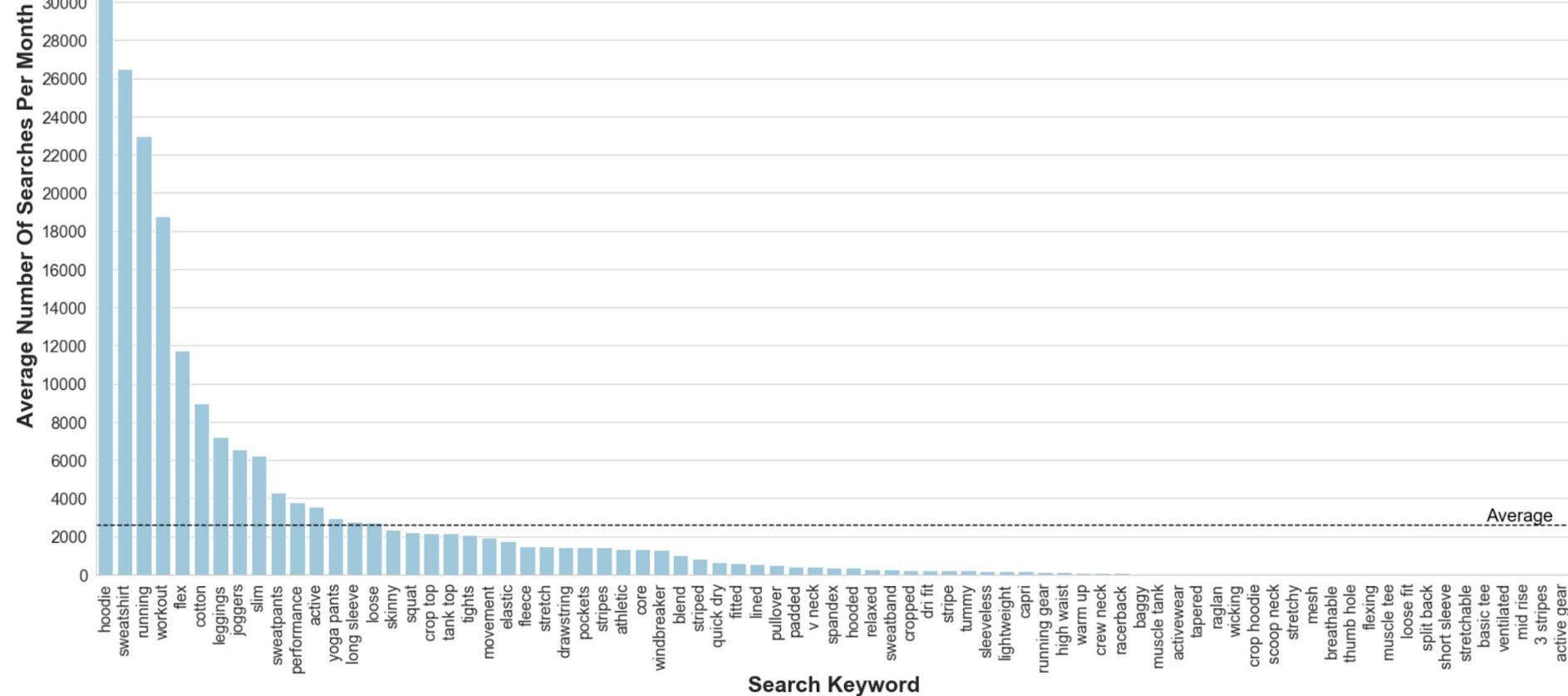
$H_{03}$  - All engine/month combinations are equal in terms of mean search volume.

$H_{A3}$  - Some engine/month combinations have greater mean search volume.

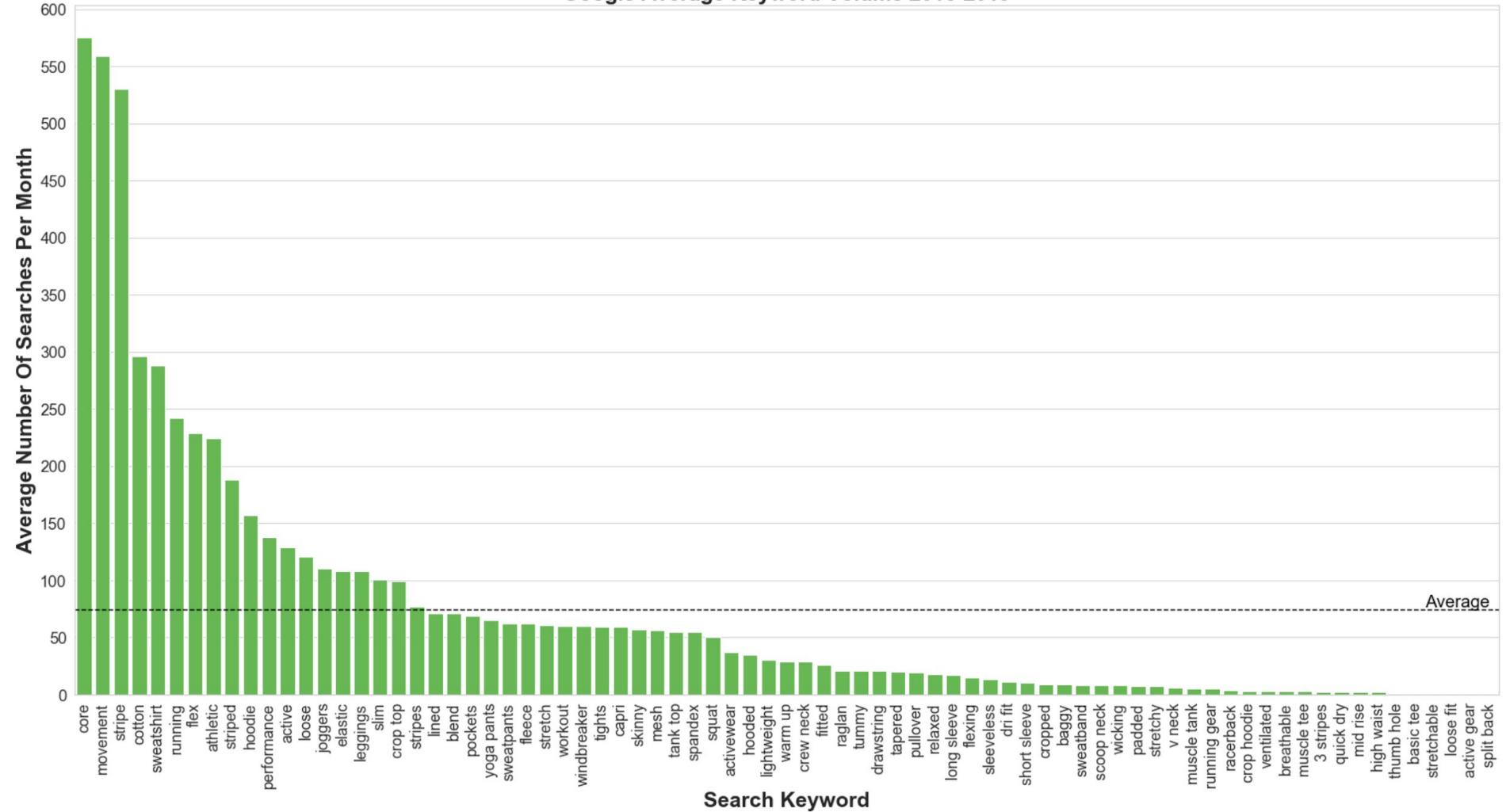
➤ Fail to reject at  $\alpha = 0.05$

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

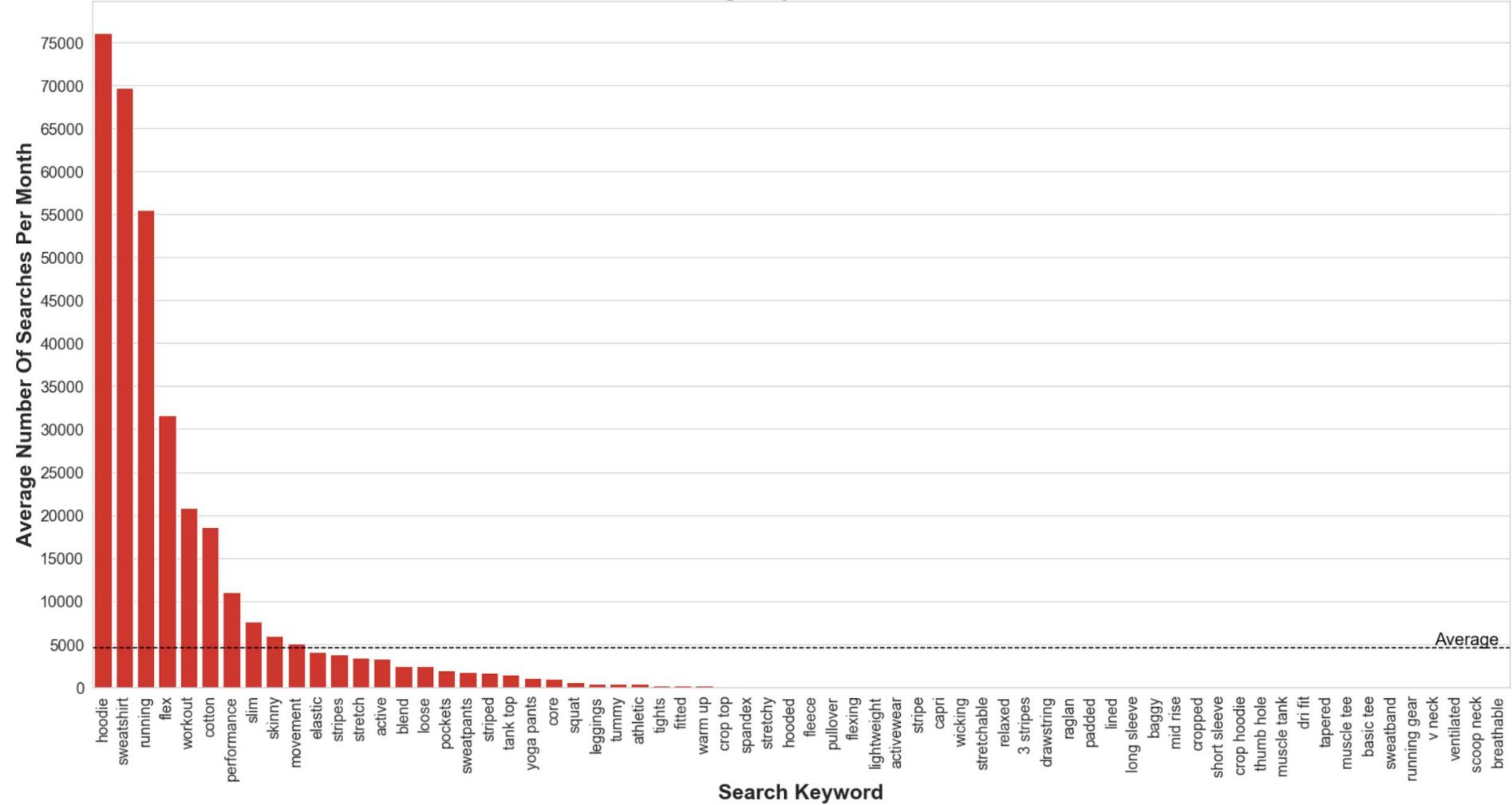
(Google + YouTube + amazon) / 3



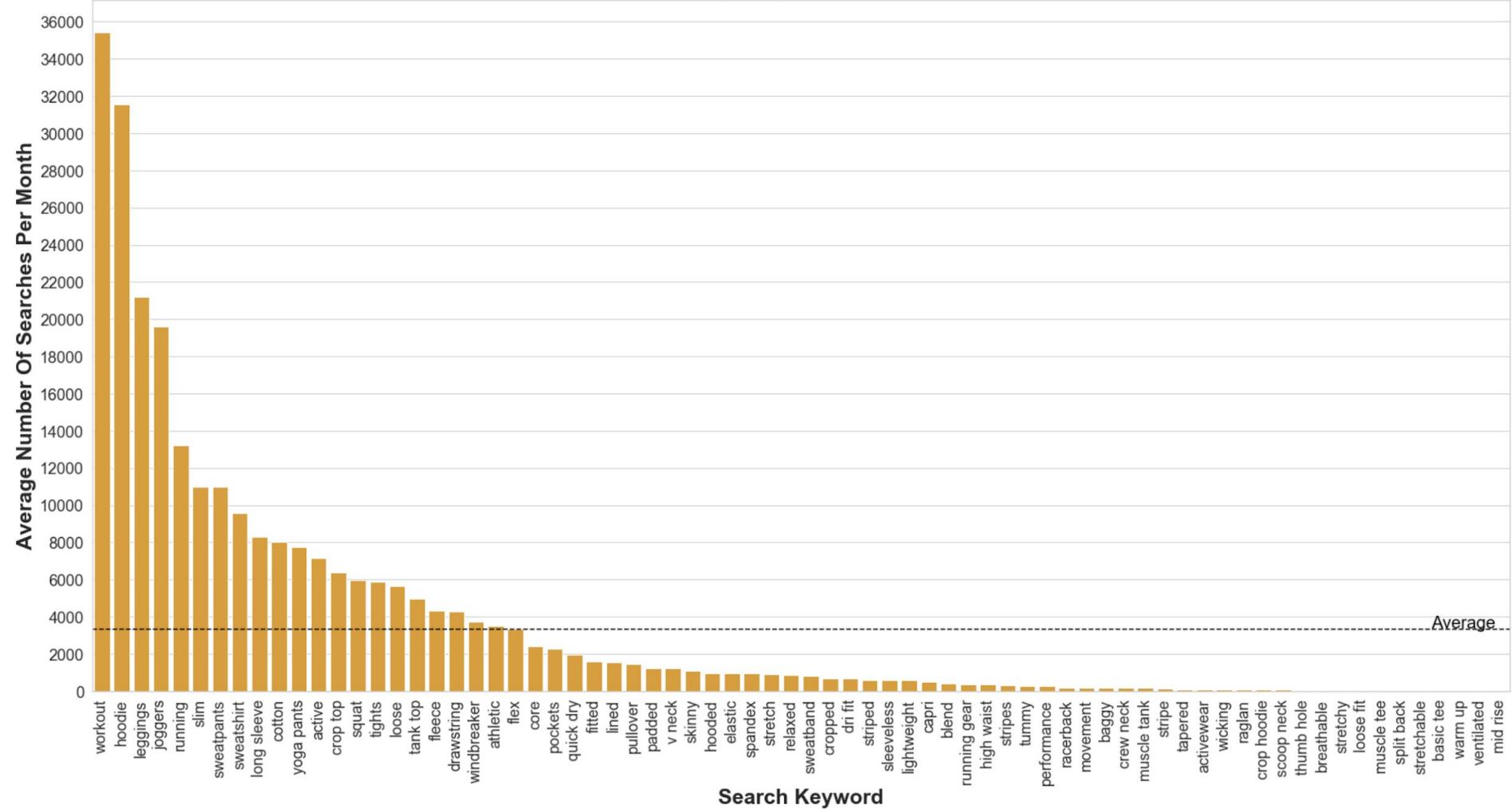
## Google Average Keyword Volume 2018-2019



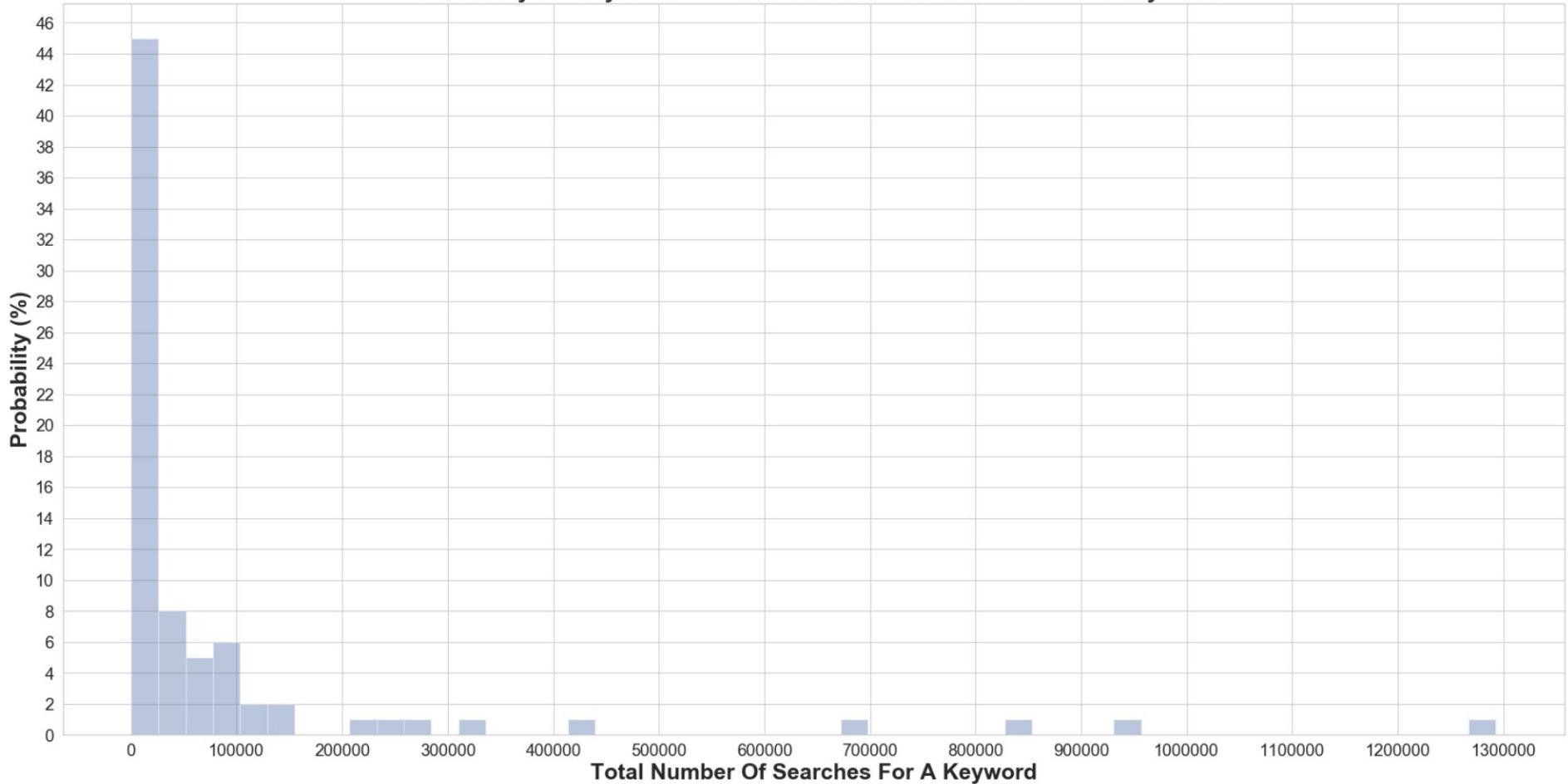
## YouTube Average Keyword Volume 2018-2019



## Amazon Average Keyword Volume 2018-2019



### Probability Density Function For Total Number Of Searches For A Keyword



**Cumulative Density Function For Total Number Of Searches For A Keyword**

