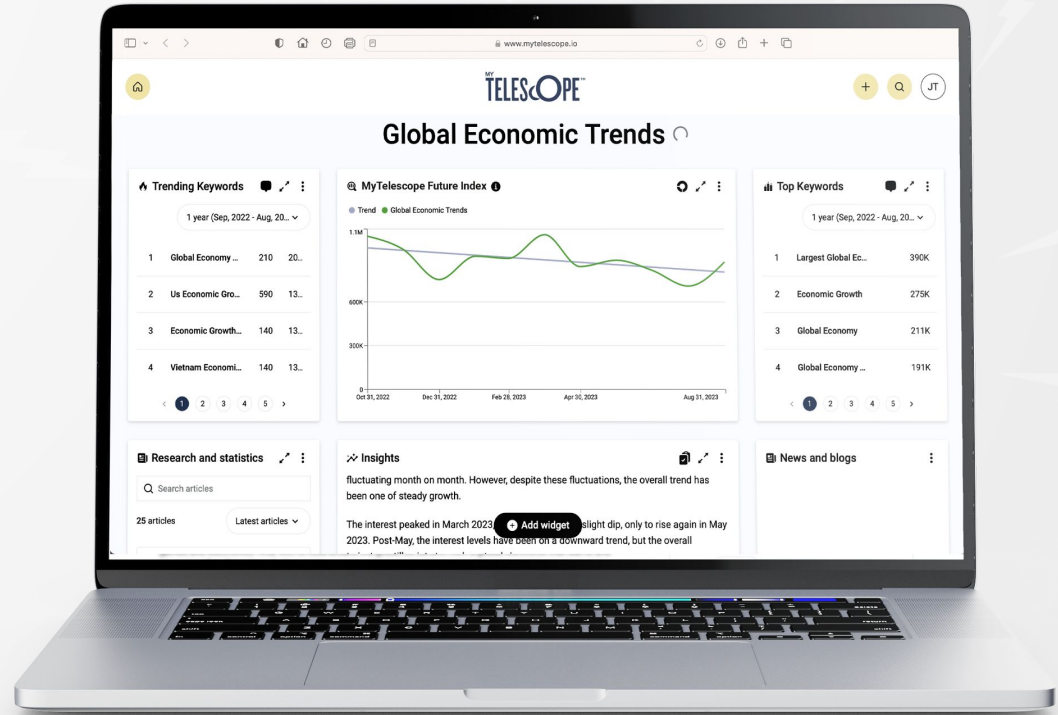# Forecast the future

Track and forecast market trends with 83% accuracy

A selection of the companies that use MyTelescope to stay ahead of their game:

Unilever · Kellogg's · Sellpy · Nomad Foods · VOLVO PENTA · SKANSKA · SAAB · SB Svenska Bostäder · GARDENA · 7-ELEVEn · Pressbyrån · VATTENFALL · Electrolux PROFESSIONAL

Table of content

Driven by the need to align business objectives and marketing investments CMOs and brand managers have learned that Share of Search (SoS) is a leading business metric to measure marketing effectiveness.

Driving top-line performance (Share of Market, Demand, Sales, etc.) is the key objective for many marketers. Aligning business objectives with Marketing objectives makes the usability of budgets more effective. But most brands have not aligned business KPIs and marketing KPIs and they usually struggle to link business results to the advertising decisions that helped drive it.

Modern marketers need a more readily available metric that correlates with business objectives but is granular enough, timely, and robust that guides marketing strategy and tactics

Driven by the need to align business objectives and marketing investments CMOs and brand managers have learned that Share of Search (SoS) is a leading business metric to measure marketing effectiveness. Share of Search (SoS) is a predictive proxy for Share of Market (SoM) and has been shown to work for both brand and product advertising.

With MyTelescope you get a tool to measure campaigns in TV, PR and on general brand level

Market Share correlates to Share of Search

Share of Search (SoS) as a measurement substitute for Share of Market (SoM) has been most heavily advocated and researched by the Institute of Practitioners in Advertising (IPA) group, led by Les Binet, the respected advertising effectiveness researcher in the UK. The IPA group is a volunteer research organization which consists of a who's-who of modern advertising leaders including Google, LinkedIn, Unilever, Kantar, Mediacom, Zenith, and more.

MyTelescope was invited to join the IPA group in early 2021, contributing both data and advanced analytical expertise. In that role, MyTelescope has helped explore the power of search data as business KPI for Marketing

The logic for the Share of Search (SoS) metric is fairly simple and equals to total searches for a specific brand, divided by the total searches for all brands in that category.

MyTelescope is an easy to use measurement tool

Our work has reinforced the following key findings of the IPA group:

Key finding 1: Across a wide range of categories, countries, and languages Share of Search correlates closely with a brand's Share of Market. The average correlation is 83%.

Key finding 2: Across multiple industries, Share of Search correlates closely to Share of Market and sales.

Across multiple major advertiser categories, MyTelescope research shows a consistently tight correlation between Share of Search (SoS) and Share of Market (SoM) and sales.

The findings from the research are compelling and support the idea that search is a strong signal which consistently leads changes in brand market share.

But what marketers really need is an easy-to-use measurement tool that harnesses the versatile power of the search signal in a pragmatic, day-to-day fashion.

Explore, Track and Share

with data that correlates to Sales and future Market share

"Consumers don't think how they feel. They don't say what they think and they don't do what they say."

-   David Ogilvy

Validation using Pearson's correlation method

To validate the hypothesis that Share of Search is a proxy for market share, very thorough research has been conducted using the following methodology.

Data:

- Search volumes per month acquired from Google (not Google Trends)

- Sales numbers from client or Nielsen on weekly or monthly basis.

Method:

- All brand related keywords were selected for each individual brand.

- Monthly search volumes were collected for each keyword for a period often one year more than the number of years in sales figures available.

- Search volumes were put on a 12-month rolling average in order to take out any spikes that might be due to anomalies.

- Pearson's correlation coefficient and P-values were calculated for each keyword search volumes towards the individual sales numbers per brand.

- Lag was calculated to see how how much time it would take for the change in search to transfer to a change in the sales.

- All keywords with a correlation higher than 60% were selected.
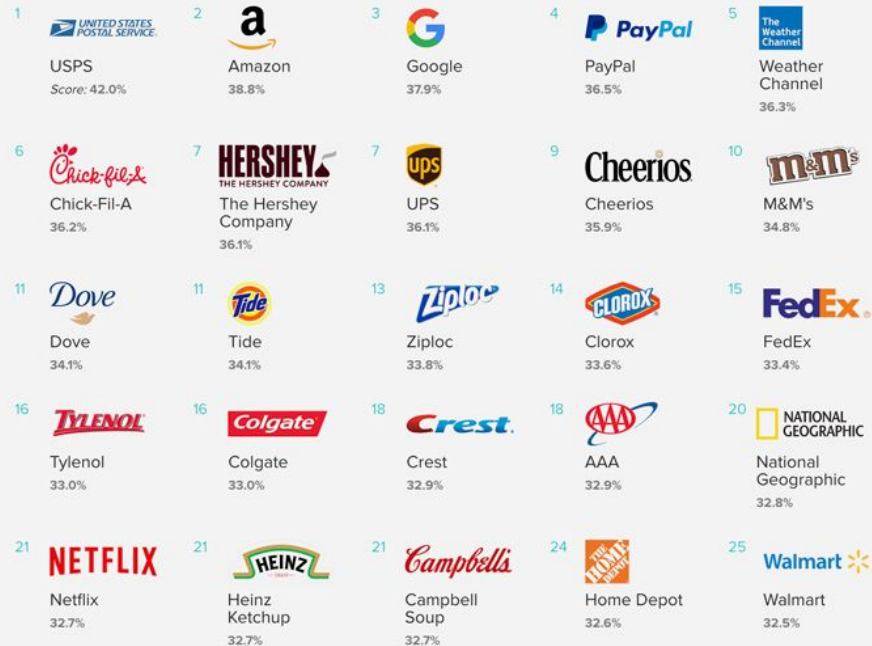
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Validation
Share of Search
CPG

There is a preconception that Share of Search doesn't work
on FMCG, this study shows the opposite on average for CPG.

Share of Search in the
# CPG industry (US)

Background:

Together with the IPA a research group consistent of which consists of a who's-who of modern advertising leaders including Google, LinkedIn, Unilever, Kantar, Mediacom, Zenith, and more.

1 USPS	2 Amazon	3 Google	4 PayPal	5 Weather Channel
USPS Score: 42.0%	Amazon 38.8%	Google 37.9%	PayPal 36.5%	Weather Channel 36.3%
6 Chick-fil-A	7 The Hershey Company	7 UPS	9 Cheerios	10 M&M's
Chick-Fil-A 36.2%	The Hershey Company 36.1%	UPS 36.1%	Cheerios 35.9%	M&M's 34.8%
11 Dove	11 Tide	13 Ziploc	14 Clorox	15 FedEx
Dove 34.1%	Tide 34.1%	Ziploc 33.8%	Clorox 33.6%	FedEx 33.4%
16 Tylenol	16 Colgate	18 Crest	18 AAA	20 National Geographic
Tylenol 33.0%	Colgate 33.0%	Crest 32.9%	AAA 32.9%	National Geographic 32.8%
21 Netflix	21 Heinz	21 Campbell's	24 Home Depot	25 Walmart
Netflix 32.7%	Heinz Ketchup 32.7%	Campbell Soup 32.7%	Home Depot 32.6%	Walmart 32.5%

Share of Search in the
CPG industry

CPG Blinded Category
0.85 Correlation between SoS and SoM

CPG: Blinded Category SoS vs SoM (2017 - 2021)
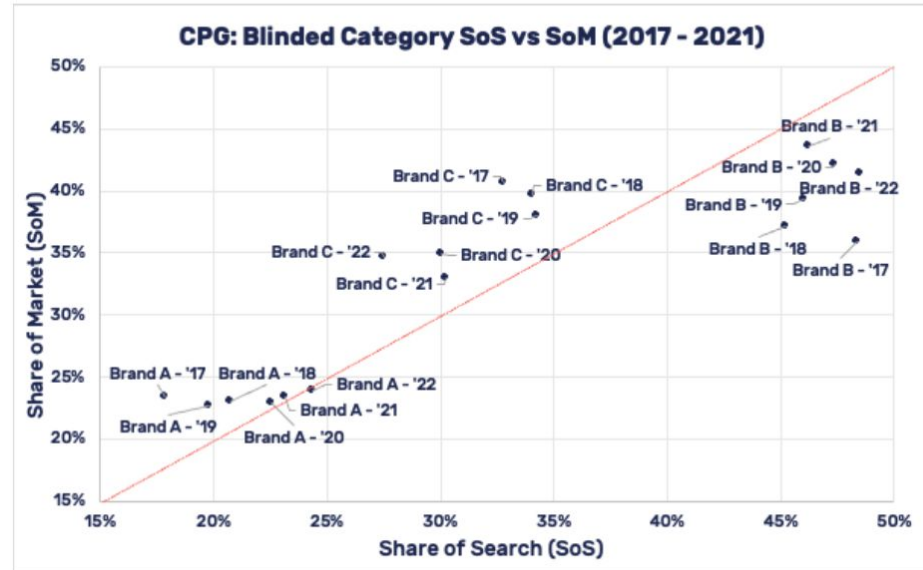
Validation
Share of Search
FMCG

There is a preconception that Share of Search doesn't work on FMCG, this study shows the opposite on average for FMCG .

Share of Search in the ice-cream industry

Background:

For a leading producer of ice-cream we collected the brand search volumes and obtained weekly sales numbers of 190 brands and product brands over a period of 3 years in Sweden.

A 70% correlation between a brands searches and market share data in the ice-cream industry.

Outcome:

- MyTelescope's study shows that searches for the ice cream brand on Google can be used to track their market share and their marketing effect.

- A Pearson correlation coefficient was computed to assess the linear relationship between brand searches the brand and Nielsen market share in Sweden between 2018-2020.

- The analysis showed there is a strong positive correlation between the two variables with a high significance, $r(16) = .69$, $p = .003$.

- The lag for this category was about 1 week. Our research showed that the shorter the sales cycle, the shorter the lag.

Correlation of Share of Search and Market Share in the FMCG Industry

Figure 1

Figure 2

Share of Search — Market Share
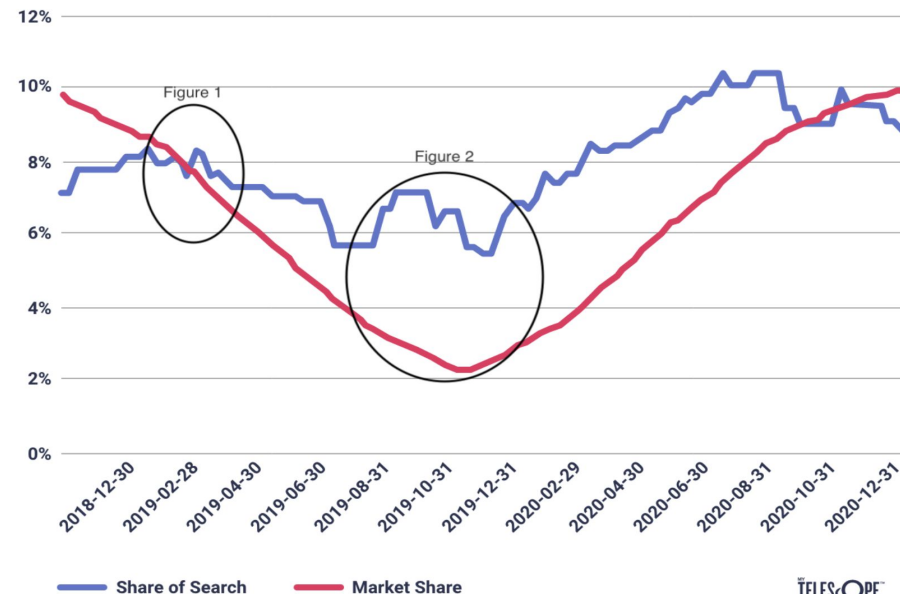
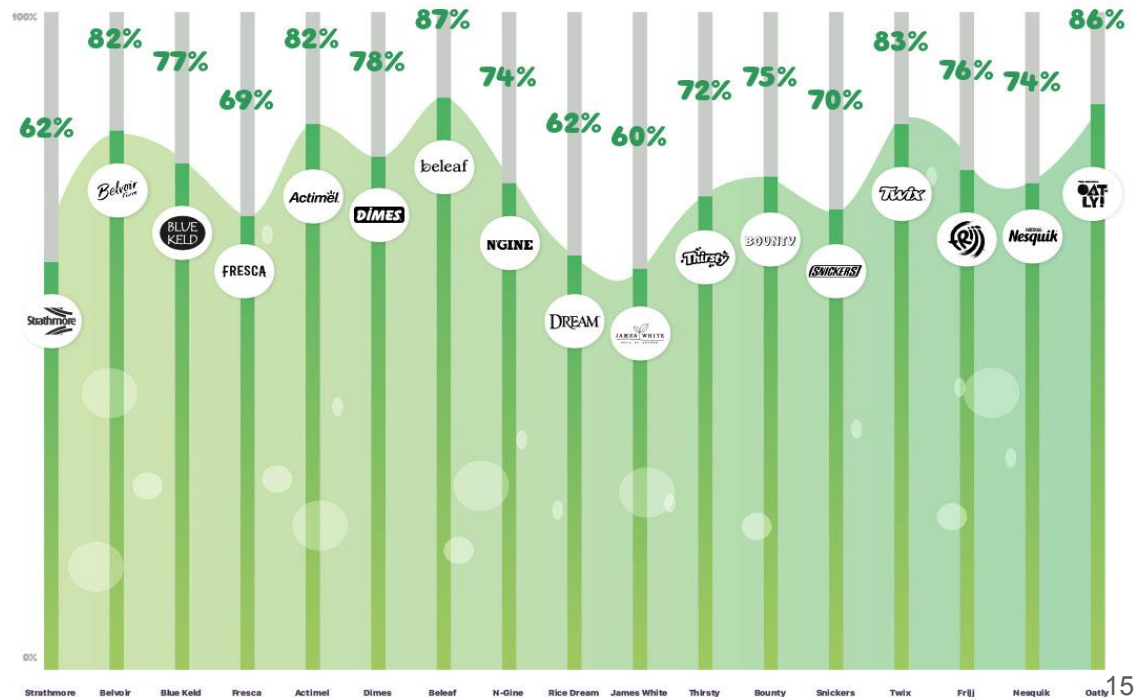# Share of Search in the soft drinks industry

Background:

For a leading bottler in the UK, we have been investigating over 300 brands to look into the correlation between brand search volumes and sales numbers.

# Share of Search in the soft drinks industry (UK)

Outcome:

- An average of **74,6%** in correlation across all brands that were investigated

- The lag for this category was about 1 week. Our research showed that the shorter the sales cycle, the shorter the lag

Share of Search for the Pasta Category

Background:

For a leading FMCG company, we have been investigating pasta brands to look into the correlation between branded Searches and sales numbers.
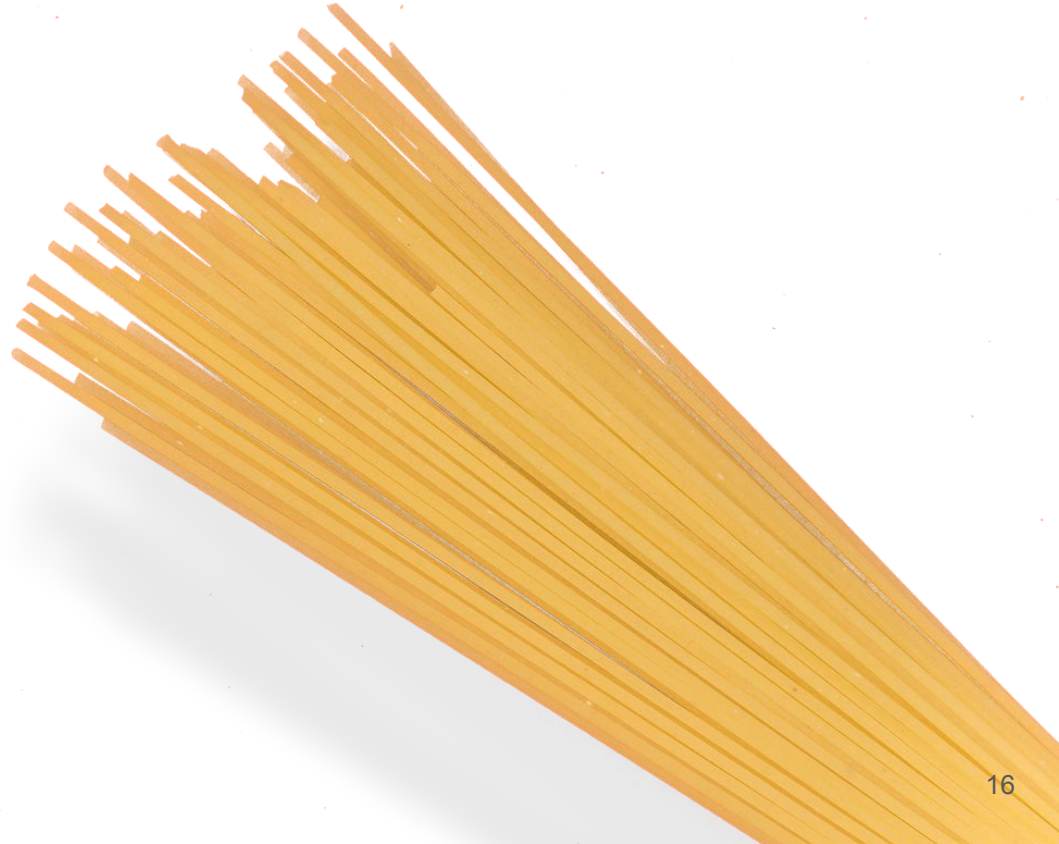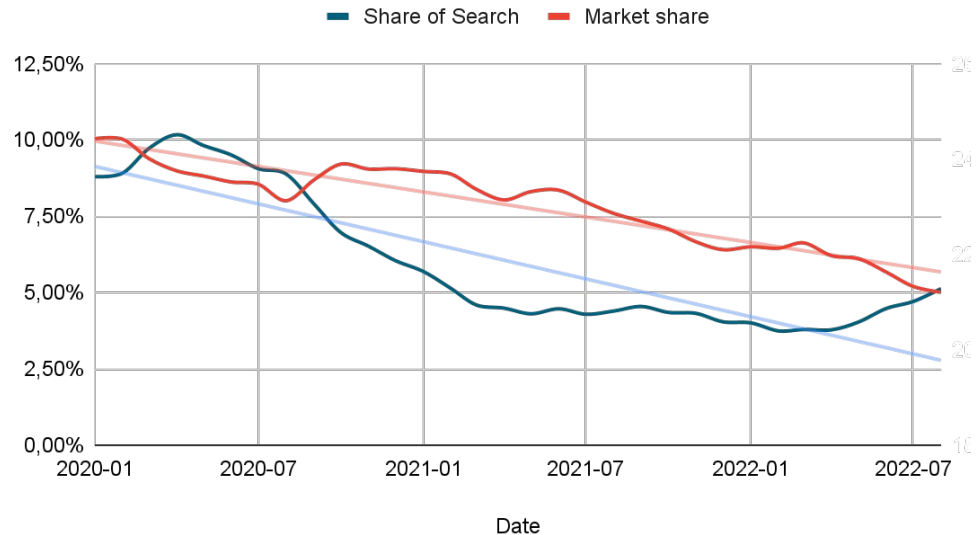
There exists a 67% correlation between a brands searches and market share in the pasta category.

Outcome:

- MyTelescope's study shows that searches for the pasta brand on Google can be used to track their market share and marketing effect.

- A Pearson correlation coefficient was computed to assess the linear relationship between brand searches the brand and Nielsen market share in Sweden between 2020-2022.

- The analysis showed there is a strong positive correlation between the two variables with a high significance, r(30) = .67, p = .001.

Share of Search and Market Share correlate by 67%

Legend: Share of Search, Market share

Y-axis (left): 12,50%, 10,00%, 7,50%, 5,00%, 2,50%, 0,00%
X-axis: 2020-01, 2020-07, 2021-01, 2021-07, 2022-01, 2022-07

Date

Even proven correlation to mental availability

Background:

For a leading bottler in the UK, we correlated their data on mental availability with changes in search volume to investigate relationships

Methodology:

The data we obtained was put on a 12-month rolling average and through regression correlated with the search volumes on various keywords of the selected brand.

Even proven correlation to mental availability

Outcome:

- Over **70%** of all keywords showed a strong correlation to mental availability

Pepsi Max can:
Mental availability vs Search

Mental availability

Search

Validation
Share of Search
Car industry

Share of Search in the car industry (US)

Background:

Together with the IPA a research group consistent of which consists of a who's-who of modern advertising leaders including Google, LinkedIn, Unilever, Kantar, Mediacom, Zenith, and more the study was conducted.
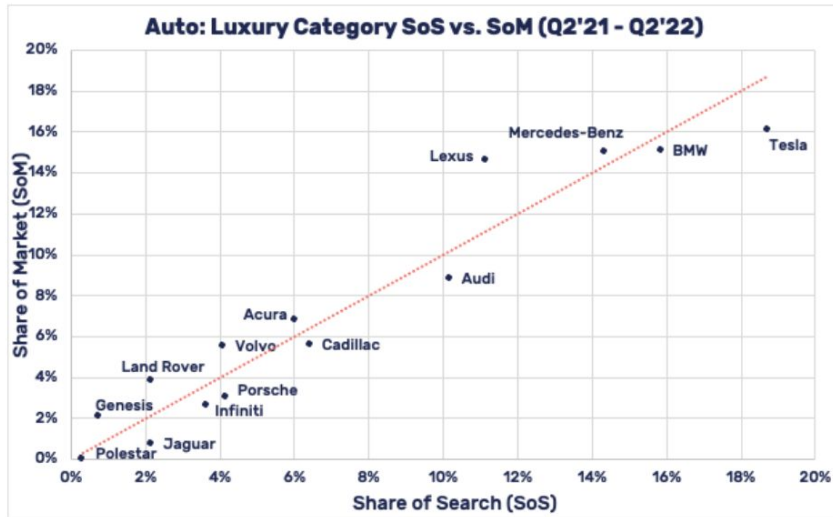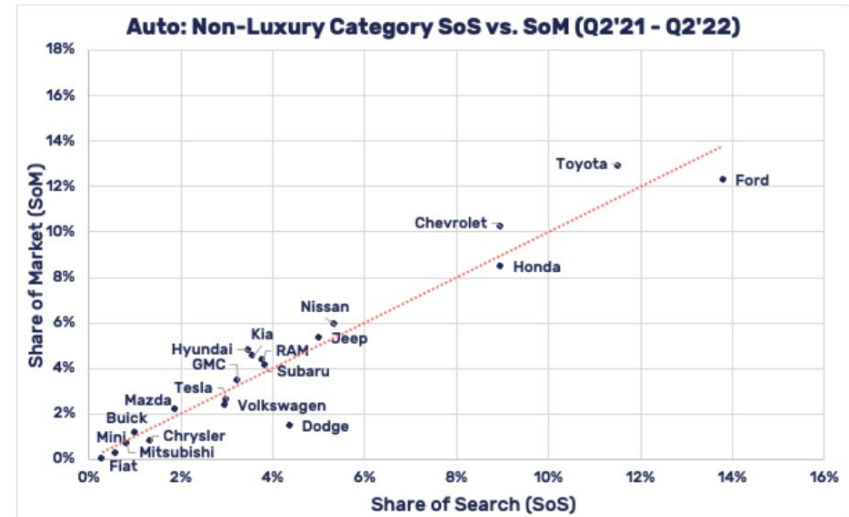
Share of Search in the car industry

Luxury Auto Category

0.90 Correlation between SoS and SoM

Non-Luxury Auto Category

0.92 Correlation between SoS and SoM

Auto: Luxury Category SoS vs. SoM (Q2'21 - Q2'22)

Auto: Non-Luxury Category SoS vs. SoM (Q2'21 - Q2'22)

Validation
Share of Search
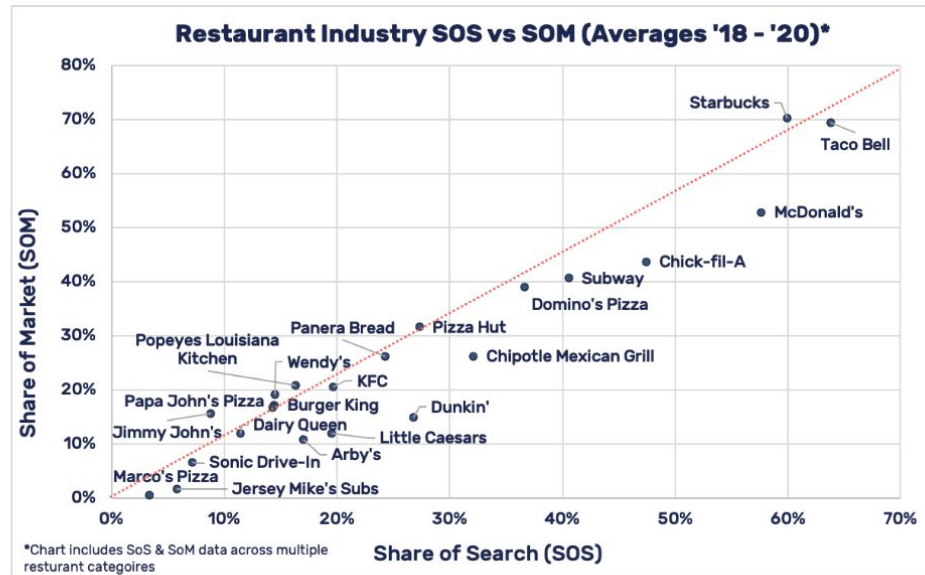# Restaurant and Hotel
industry

Share of Search in the Restaurant industry (US)

Background:

Together with the IPA a research group consistent of which consists of a who's-who of modern advertising leaders including Google, LinkedIn, Unilever, Kantar, Mediacom, Zenith, and more.

Restaurant Industry

0.96 Correlation between SoS and SoM

Restaurant Industry SOS vs SOM (Averages '18 - '20)*

*Chart includes SoS & SoM data across multiple resturant categoires

24

Searches for **Sheraton** correlates to their revenue by 78%

Outcome:

- MyTelescope's study shows that searches for the hotel brand on Google can be used to track their market share and marketing effect.

- A Pearson correlation coefficient was computed to assess the linear relationship between brand searches the brand and Nielsen market share in Sweden between 2020-2022.

- The analysis showed there is a strong positive correlation between the two variables with a high significance, $r(14) = .78$,

Sheraton

25
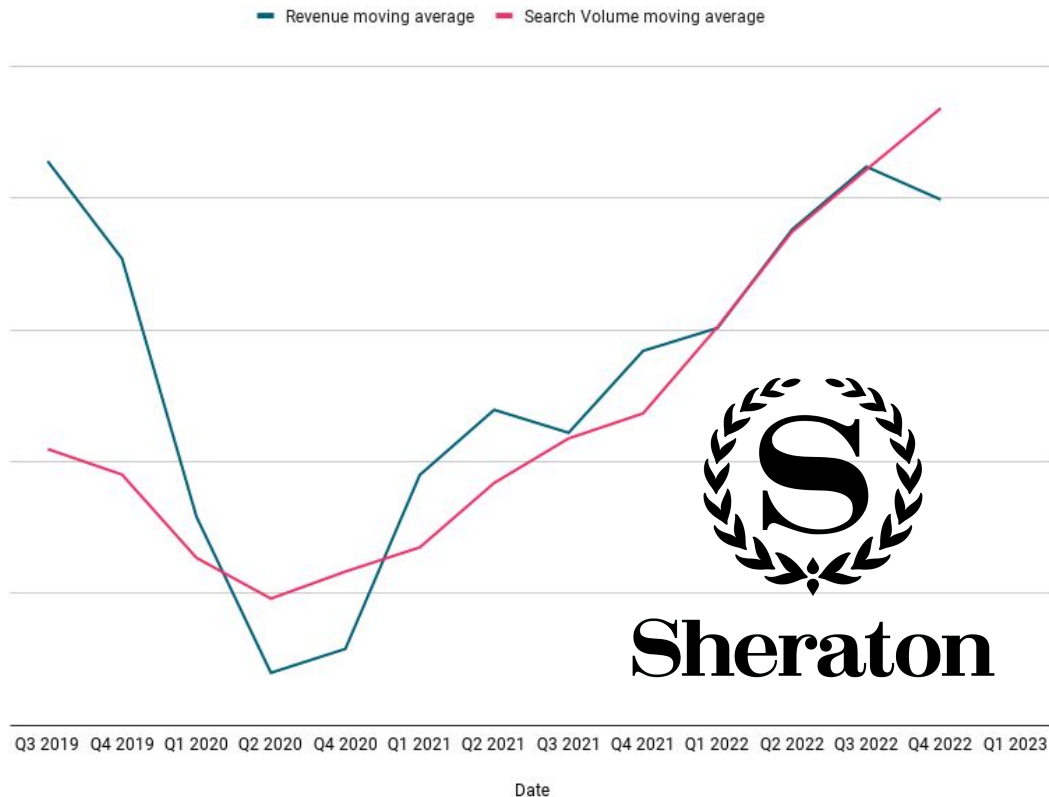
Marriott's searches correlate by 80% to their revenue.

26
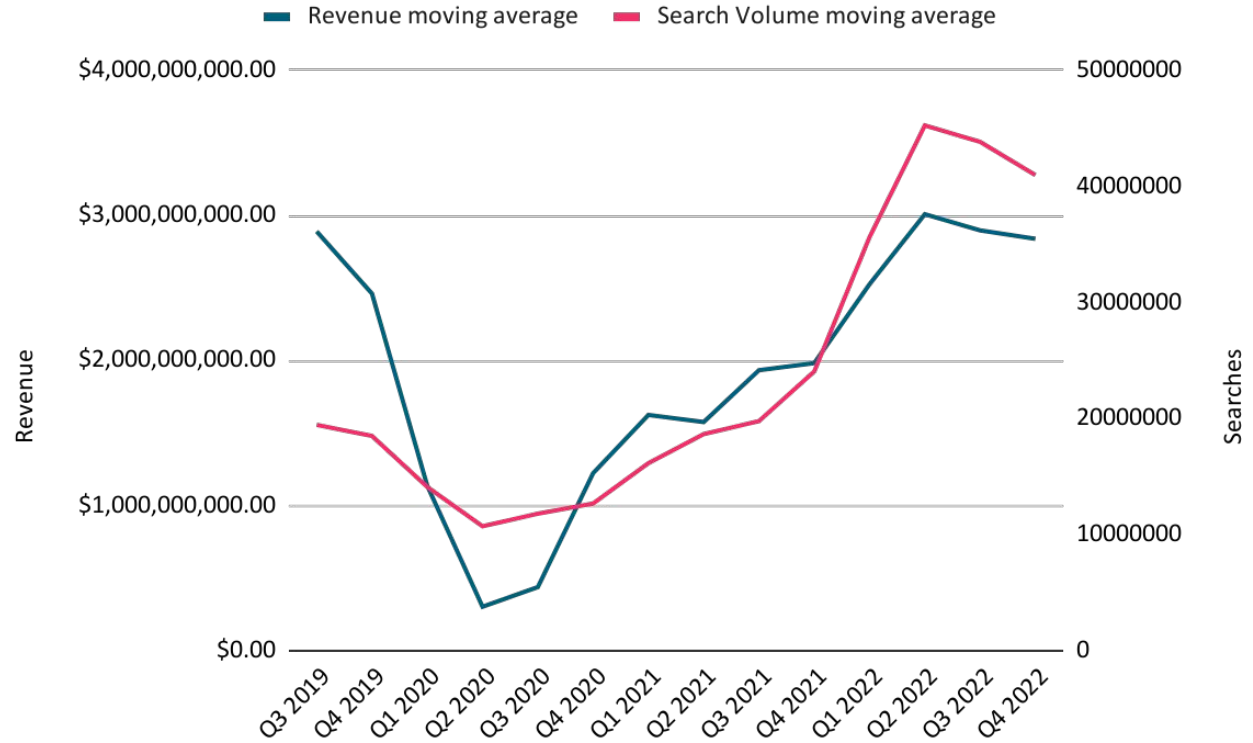
Validation
Share of Search for
Wine and Spirits

My TELESCOPE™

Share of Search in the Wine and Spirits industry (SE)

Background:

A Pearson correlation coefficient was computed to assess the linear relationship between category searches for wine and wine sales in Sweden between 2018-2022.

The analysis showed there is a strong positive correlation between the two variables .73.

Restaurant Industry

0.73 Correlation between Search and Sales

Search Volumes and wine sales correlate by 73%

— Search Volume "Wine Systembolaget"   — Sales in SEK (Est. in 1000)