



ebay Ads

The also bought report

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Shoes and socks

Laptops and chargers

Tables and chairs

There are some combinations of products that naturally go hand-in-hand - and it's fair to assume that when consumers search for one, they'll also search for the other. So, if you're selling hammers, it makes sense to promote your brand on a search page for shelves.

But human behaviour is brilliantly unpredictable. Sometimes, consumers' browsing behaviour can take unexpected paths that reveal interesting insights into their passions and priorities. Only by understanding these patterns can brands and sellers be confident that they are reaching as big a pool of potential customers as possible.

At eBay, we've analysed searches by the 32 million unique users on our UK site over a six month period to identify unusual audience segments based on weird and wonderful combinations of products. From puppy pamperers to unconfident - and unusually well-dressed - cyclists, there are audiences for every brand, no matter how niche.

On the following pages, we've summarised fifteen of our favourites - along with our top tips on how to reach the shoppers that are most relevant to your business.

Unexpected audience segments



Face mask fashionistas

28,087

searches for “face mask” and “jewellery”.



New parents in denial

18,858

searches for “cot” and “headphones”.



Incognito adventurers

1,625

searches for “wig” and “suitcase”.



Entertained exercisers

9,895

searches for “TV” and “treadmill”.



Disco drivers

21,869

searches for “tyre” and “speaker”.

Unexpected audience segments



Frustrated festival fans
3,046
searches for “glitter” and “speaker”.



Female fixer uppers
2,990
searches for “nail polish” and “DIY”.



Decadent desk workers
9,662
searches for “luxury” and “office chair”.



Scared cyclists
5,754
searches for “bike” and “first aid”.



Lockdown partiers
3,579
searches for “dress” and “karaoke”.

Unexpected audience segments



Biker babes
54,764
searches for “dress” and “cycling”.



Gym hunnies
2,175
searches for “make up” and “weights”.



Screen fiends
69,388
searches for “TV” and “iPad”.



Construction cheats
5,854
searches for “lego” and “DIY”.



Canine couture
1,868
searches for “dog collar” and “jewellery”.

Other unusual combinations of terms frequently searched together include...

“TV” and “tractor” (103,749 searches).

“Car” and “fishing” (662,676 searches).

“Dress” and “sideboard” (270,038 searches).

“Money” and “tomato seeds” (7,831 searches).

“Luxury” and “dog bed” (14,598 searches).

How to reach the shoppers that are most relevant to your business

1.

Turn data into actionable insights.

There is such a thing as too much data, if you can't make sense of it. Tap into tools to transform raw numbers into intelligent insights that add value to your campaigns.

2.

Operate in real time to reach people at the right time.

It only takes minutes for data to become out of date. Campaigns must be based on the freshest insights to reach your target audiences when they are 'in-market' for a particular product or service.

3.

Don't resort to 'off the shelf'.

A segment that works for your competitors won't necessarily be right for you. At eBay, our solutions are customised because every business is different – and we're transparent about how we build them.

4.

Master the message and format.

As well as reaching the right audiences, every advert should be engaging and complement a user's online experience. It certainly shouldn't detract from it. How do you want your brand to be remembered?

The agency perspective

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People are multifaceted and this data reveals the extent to which people’s passions can intersect in sometimes surprising ways.

This can create interesting opportunities to engage with consumers in ways that are not immediately obvious.

These fascinating product combinations show that, now more than ever, real time behavioural data is crucial to ensuring that brands stay on top of customers’ changing behaviours and needs.

Pauline Robson, Head of Real World Insight at Mediacom

How eBay Ads can help

With 25 years as a market leader within the ecommerce and advertising space, we go ‘beyond inventory’ to influence the entire path to purchase.

We help brands engage with shoppers when they’re purchase-ready, spanning every category and shopping ‘objective’ - no matter how niche.



Powered by eBay shopper data, our proprietary server-to-server solution - eBay Advanced Audience Technology - creates dynamic audience segments based on observed and intelligently predicted behaviour and updates them in real-time.

This means that each user is assessed and segmented by their exact shopping behaviour at the precise moment an ad is called. Brands can be confident that everyone in that segment is in-market for their product or service, maximising effectiveness and eliminating wasted impressions targeting shoppers that are no longer relevant. It also ensures every ad or brand integration complements the on-site shopping experience, in line with eBay’s customer-first philosophy.

Conclusion

To create connections with consumers, brands need to ensure they're reaching them in the right moment with relevant, helpful and inspiring content - and that means using data to understand what's truly interesting and important to them.

But, with competition for attention fierce, there is a distinct advantage to engaging with them in the less obvious places too - where competitors are less likely to be lurking. If we know that almost 22,000 people who looked up tyres also searched for speakers, for example, that presents a great opportunity for motor brands to reach their audiences beyond the usual confines of the 'Car & Motorcycle Parts & Accessories' category.

With mounds of data available and technology becoming increasingly sophisticated, there is absolutely no excuse for guesswork today. By taking a forensic - and creative - approach to targeting, brands can drive engagement and maximise return on investment for campaigns.



If you'd like to have a conversation about your next campaign or to find out what your target audiences are searching for, please contact your sales rep or email advertisinguk@ebay.com.

About eBay Ads

eBay Ads is a trusted partner to some of the world's biggest brands and sellers. Our innovative and transparent approach to data helps our partners understand their audience best. Leveraging more than 100 million user journeys every month, we humanise data at scale and create connections between our partners and our community.

These findings are based on eBay users' browsing behaviour on site during March and August 2020.

