IAB Europe Launches Consumer Commerce Barometer

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Free research tool will provide agencies and advertisers with consumer insights across 27 countries and 36 product categories

For those agencies and advertisers who have wondered what percentage of their target consumers are researching online before purchasing offline or wanted to compare the role of online in the consumer journey from research to purchase across different countries to help them allocate their marketing budget more effectively, help is now at hand.

Today, the IAB Europe in partnership with Google has launched the new Consumer Commerce Barometer (CCB).

The CCB is a free online research tool which uses TNS data to provide agencies and advertisers with consumer insights across 27 countries and 36 product categories.

Using the tool, marketers can select a country or multiple countries and then choose different verticals to understand how likely consumers are to research and purchase online.

The data in the tool will be updated every year to help marketers identify and quantify shifting consumer behaviour over time.

Catherine Borrel, Research Manager from the IAB Europe said:
â€œWe support this initiative because it will help everyone working in the digital advertising industry understand and compare the different ways consumers behave both by market, and by sector. This complements existing IAB Europe annual research on online advertising spend and consumer activities and attitudesÂ by shedding light on the internetâ€™s role in the purchase process across this diverse region.â€•

Henry Eccles, Product Marketing Manager, Google Europe said:
â€œIn the past, understanding consumer behaviour entailed guesswork or the expensive collation of disparate third party data sets. Today, the Consumer Commerce Barometer provides agencies and advertisers with a free one-stop-shop where they can quickly and easily analyse consumer behaviour across different products and countries and target their resources more effectively.â€•

â€¢ The CCB was launched by the IAB Europe and Google at the IAB Interact Congress in Barcelona on Wednesday 2 June 2010

â€¢ The countries covered are: Australia, Austria, Belgium, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, South Africa, Spain, Sweden, Switzerland, Turkey, UAE and United Kingdom

â€¢ The CCB is a free, public research tool which can be found at www.consumerbarometer.eu

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