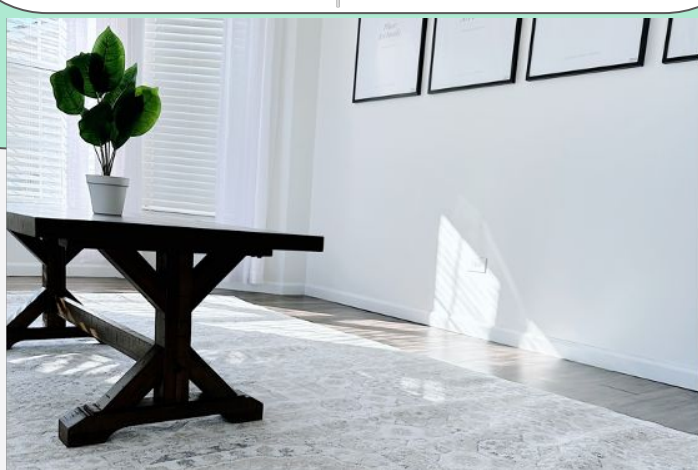
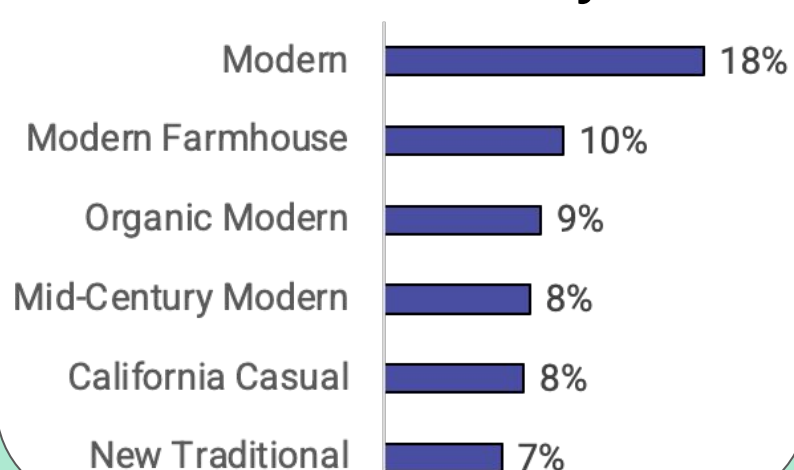


Home Goods Vertical Survey Results

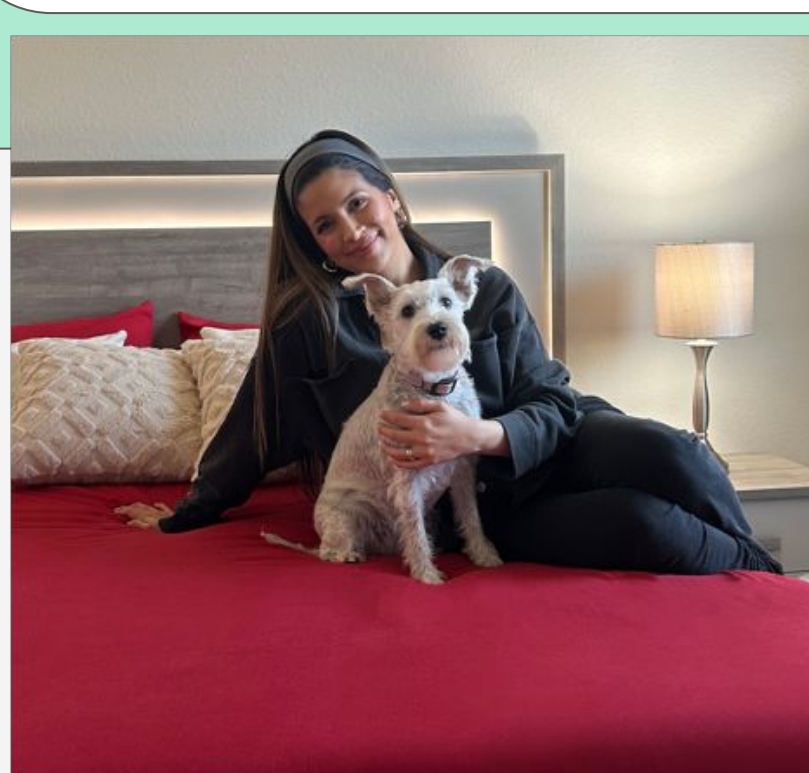
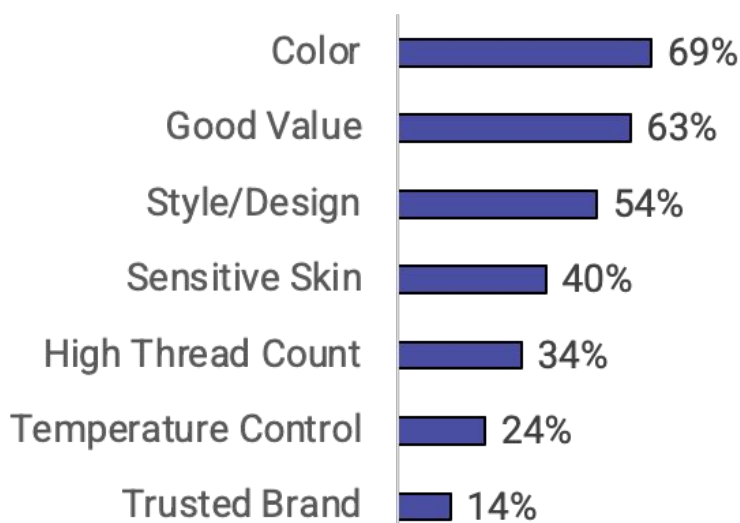
Shops At						
Discover New Products	Browsing In-Store, Family/Friend Rec	Online Reviews	Brand Websites, Online Retailers, Google Search	Social Media Content, Online Reviews	Brand Websites, Online Reviews, TV Ads	Retailer + Brand Websites, Google, Online/TV Ads
Social Media Content	Facebook, YouTube	Pinterest	Instagram, Pinterest, YouTube	Instagram, Pinterest	TikTok	Instagram, Pinterest
# Pieces of Content	4	3	5+	4	5+	4
Next Steps Before Purchase	Product Reviews, More Content, Ask Family/Friend Rec	Visit Home Goods Forums	Brand/Retailer Sites for Comp Products, Ask Family/Friend Rec	More Content, Brand Website, Product Description + Photos	Brand/Retailer Websites for Comp Products, Price Compare	Visits Brand Website and Reads Product Description
Latest Trends	Passively Notices	Actively Seeks Out	Doesn't Care	Actively Seeks Out	Doesn't Care	Passively Notices
Traits	Grilling, BBQ, Cooking	Baking, Hosting, Handy	Urban, Style	Scented Candles	Baking, Garden, Yard	Patio, Organic, Modern Decor
Recommend	Position Creator as a trusted friend reviewing the product and highlight its strong value	Tap into latest trends. Talk about features and style, help them be a good host	Lots of content. Focus on style, thoughtful design, features, superior product	Good look at product at different angles. Trendy balanced against good value	Lots of content esp TikTok. Must justify price if not the cheapest product available	Highlight style and latest trends, very descriptive. Traditional ad format

Home Features and Decor

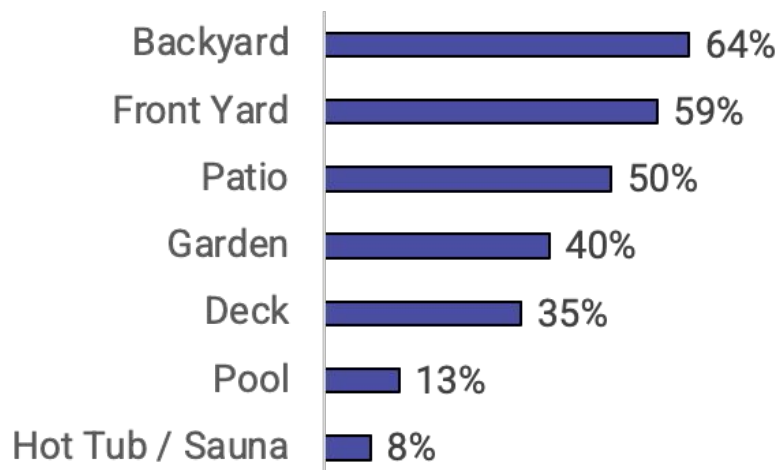
Home Decor Style



Bedding Features

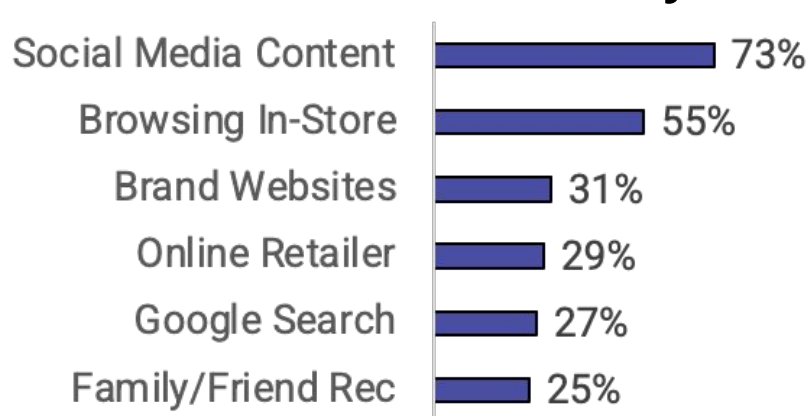


Home Outdoor Features

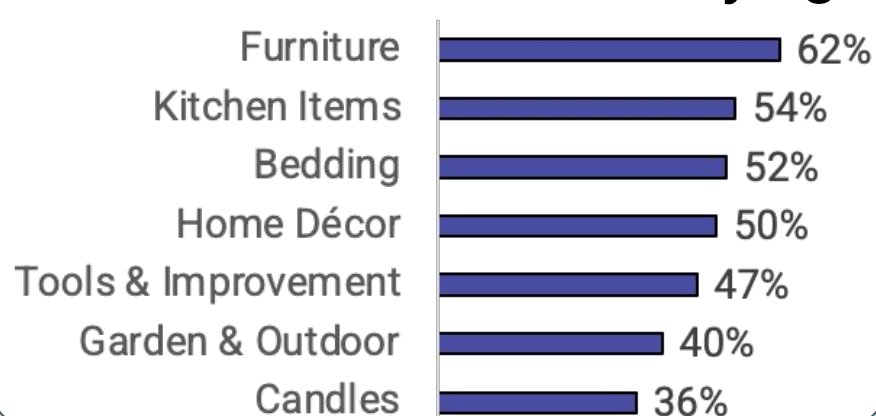


Discovery

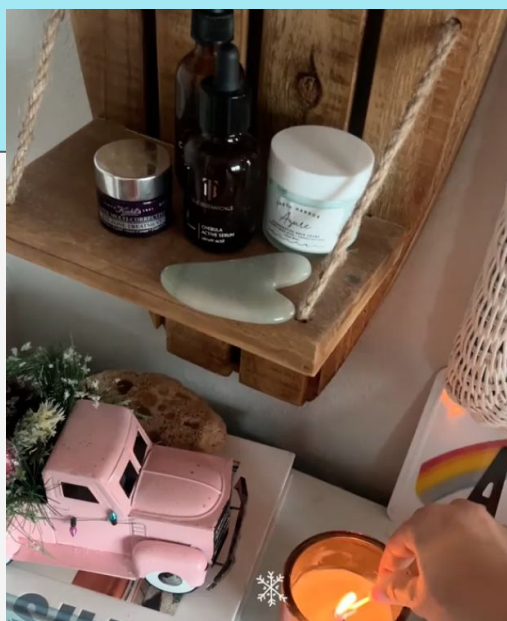
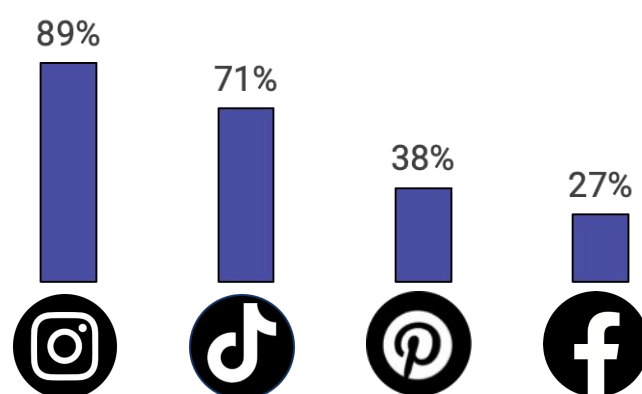
Product Discovery



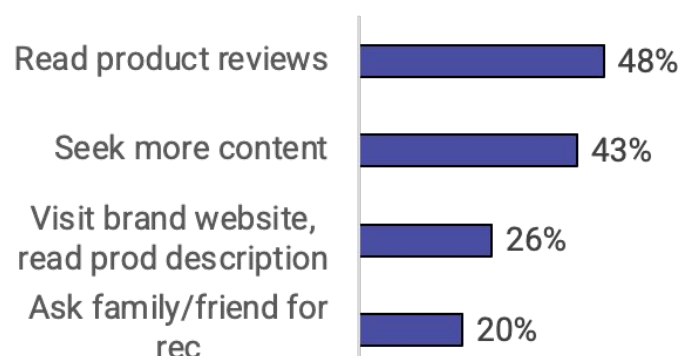
See 3+ content before buying



Social Media Content



Next Steps Bef Purchase



Candles

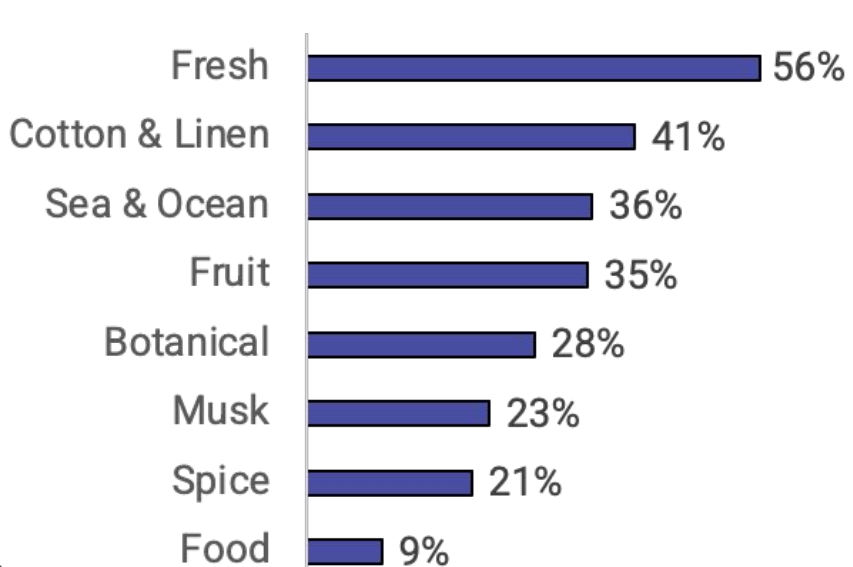


1 in 3 consumers owns 4-5 candles

44% purchase new candles on a monthly basis

48% Purchase candles Online

Favorite candle scents



Important candle features

