



49%

of consumers make digital shopping lists



81%

of consumers purchase every item on their shopping list



94%

of consumers shop within 24 hours of clicking on an ad

## **CART TRANSFER RATES:**

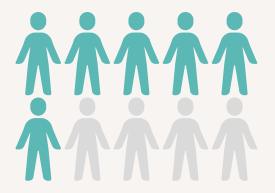
100%

for shoppable ads using AdAdapted's zero-bounce Add-It technology

## **AVERAGE CARTED VALUE:**

\$9.65

average value of advertised products consumer added within AdAdapted campaigns



6 OUT OF 10

Consumers use their digital shopping lists **weekly**