



MOBILE SHOPPING LISTS

Shoppable Media built to get on consumers' digital shopping lists and in their digital carts.



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**