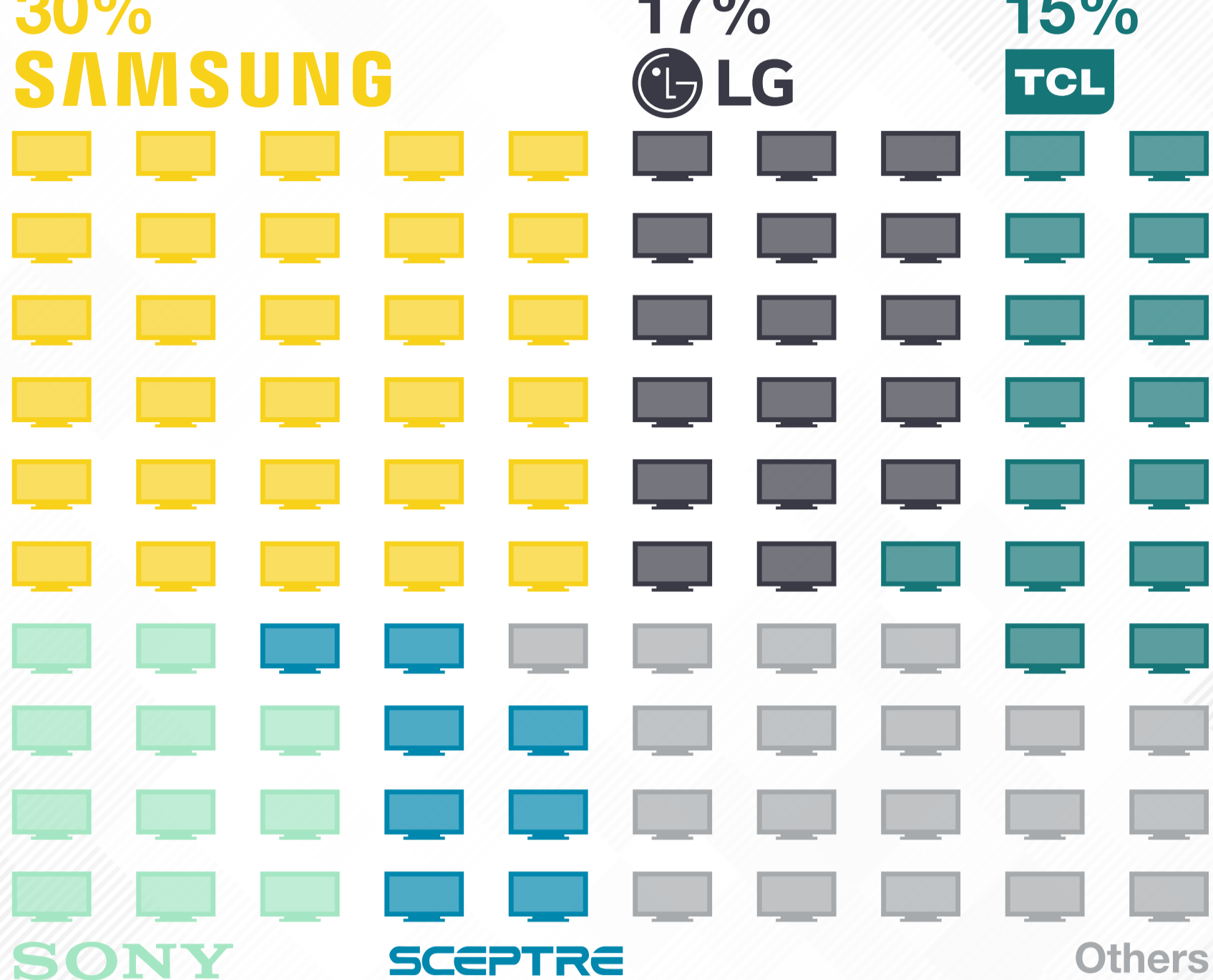
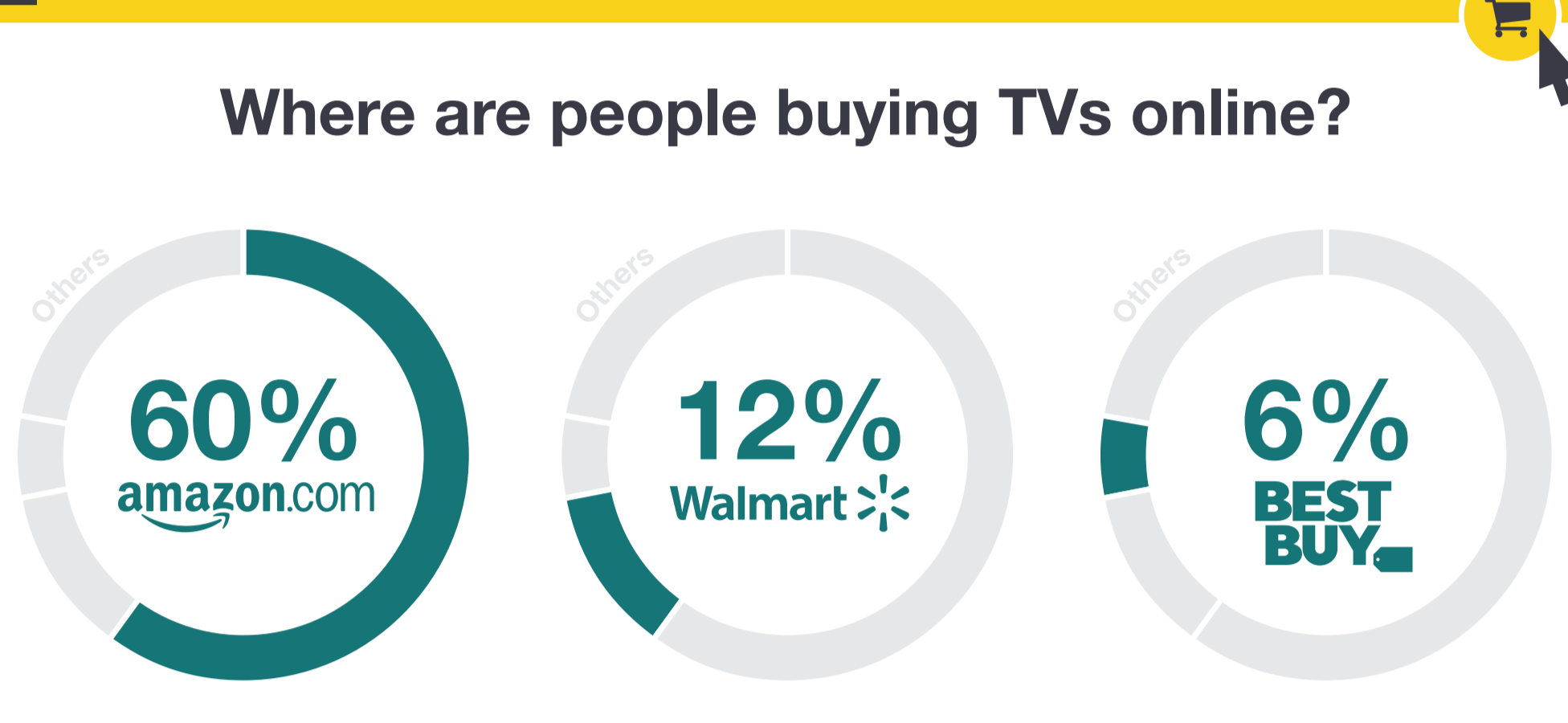


Jumpshot studied anonymous consumer actions within 500 online eCommerce sites and marketplaces in Q2 2018 and analyzed visits and conversions of different brand categories across these sites.

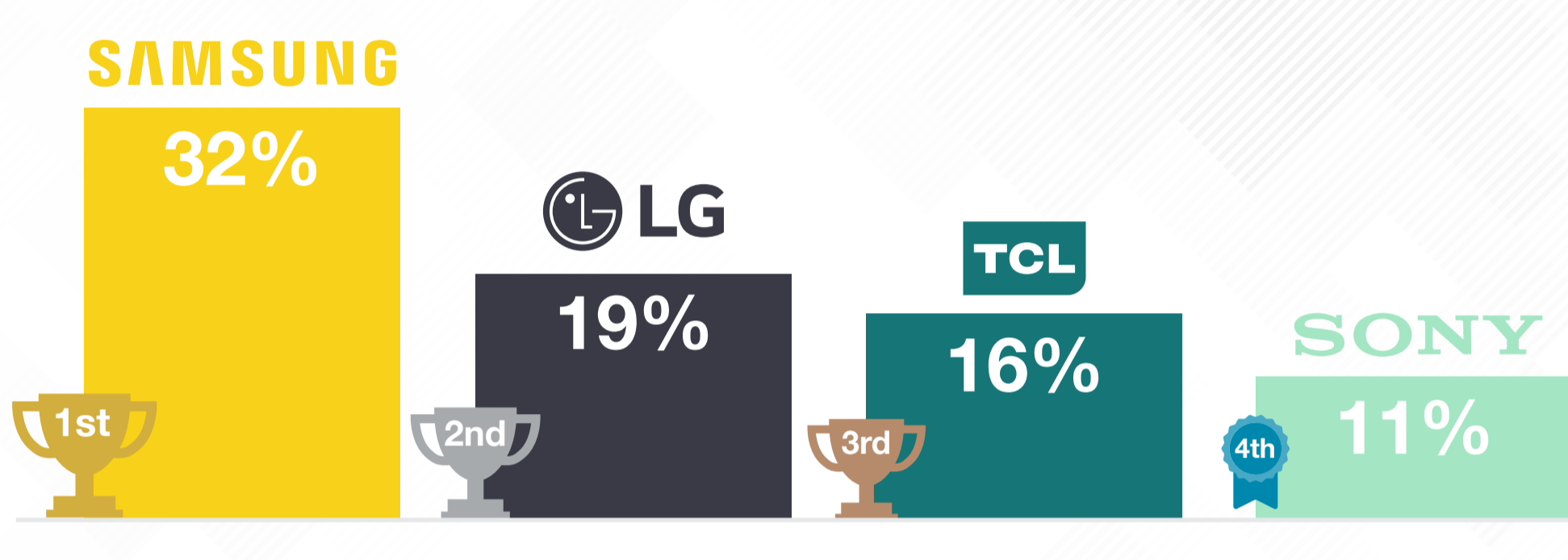
What are the top TV brands on the web?



Where are people buying TVs online?



The top 4 brands are the same across all of these marketplaces.

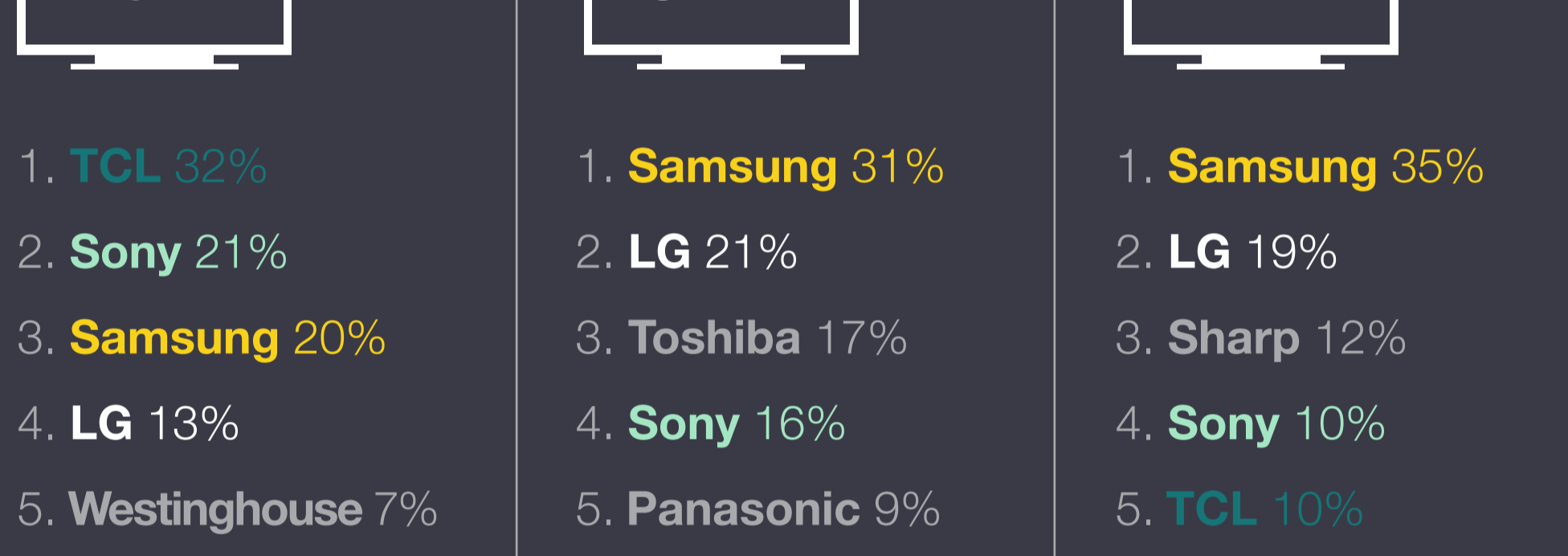


But Sceptre and Vizio are neck-and-neck for 5th place.

SCEPTRE
5th highest brand on Amazon and Walmart.com

VIZIO
5th highest brand on BestBuy.com

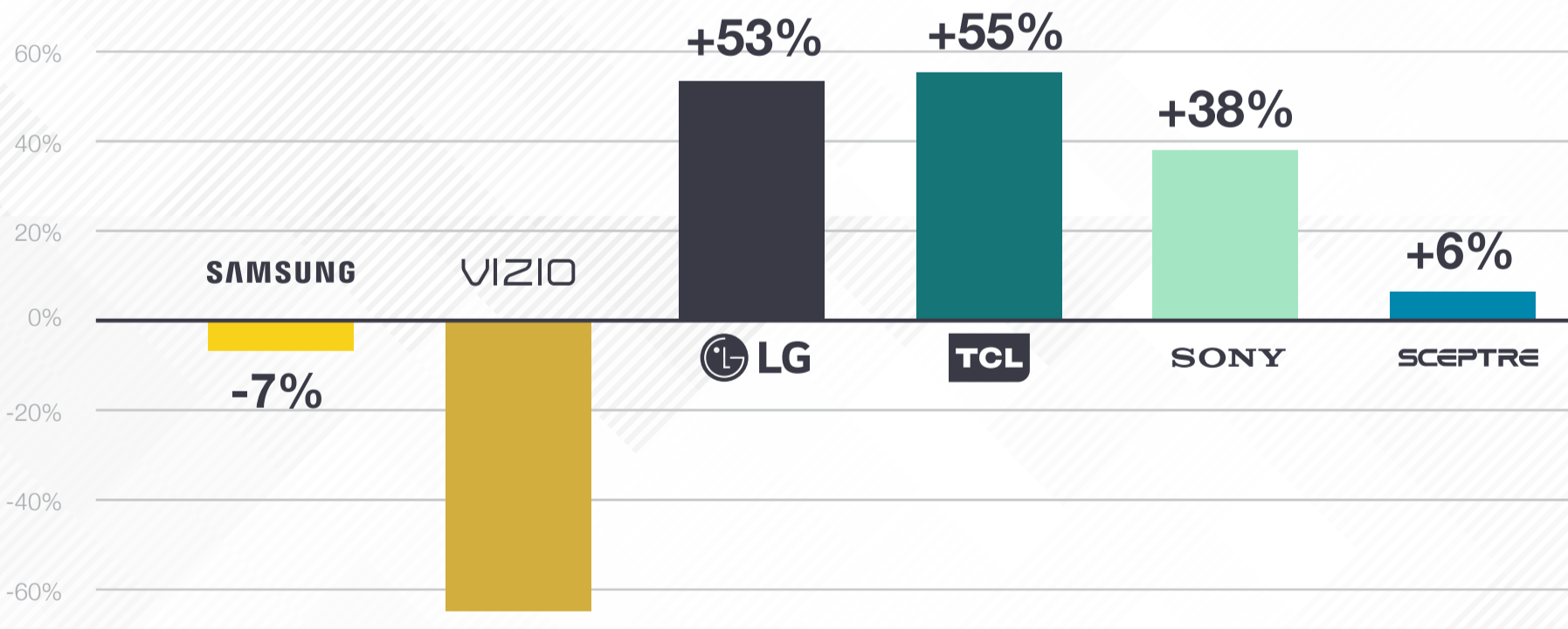
Does the top brand vary with TV type?



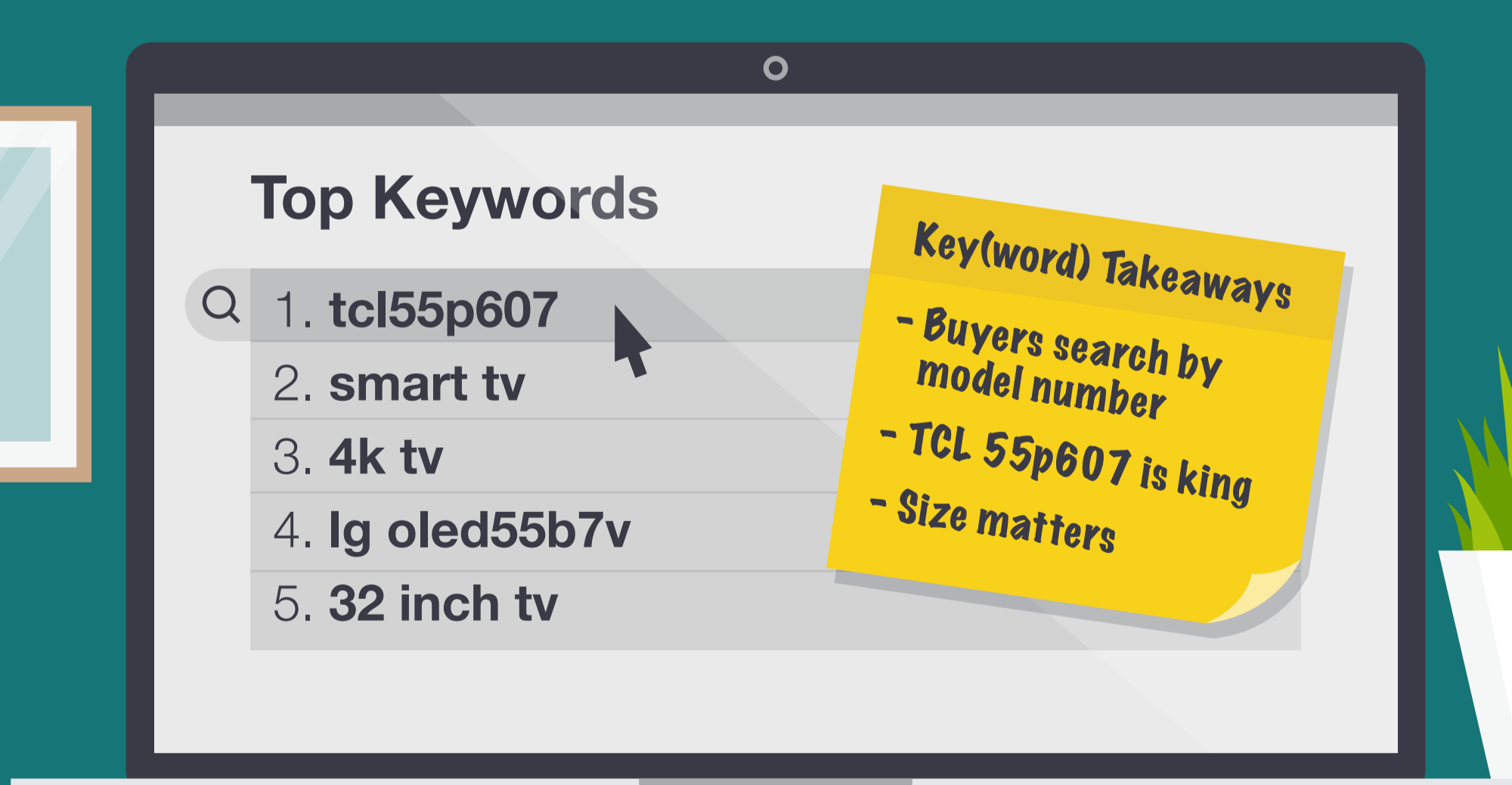
How have TV purchases on these marketplaces changed YoY?



What about YoY marketshare for the TV brands?



What are the top keywords people use?



Different keywords convert to various e-commerce sites.

amazon.com

- tcl55p607
- 65uj6300
- sony x900e

Walmart

- walmart tv
- 65 inch tv
- smart tv

BEST BUY

- tcl tv
- 8k tv
- tcl55p607

jumpshot

Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights in online behavior from every consumer action.

Learn more at jumpshot.com