



Earth Day Insights

February 2021

Geo: U.S.

Methodology

ShareThis examined the online behavior of users in a custom eco-friendly audience to determine current environmental trends ahead of Earth Day.

Leverage the following insights to learn more about this eco-conscious audience's online patterns and behaviors.

Geo: United States

Timeframe: December 2020 - February 2021

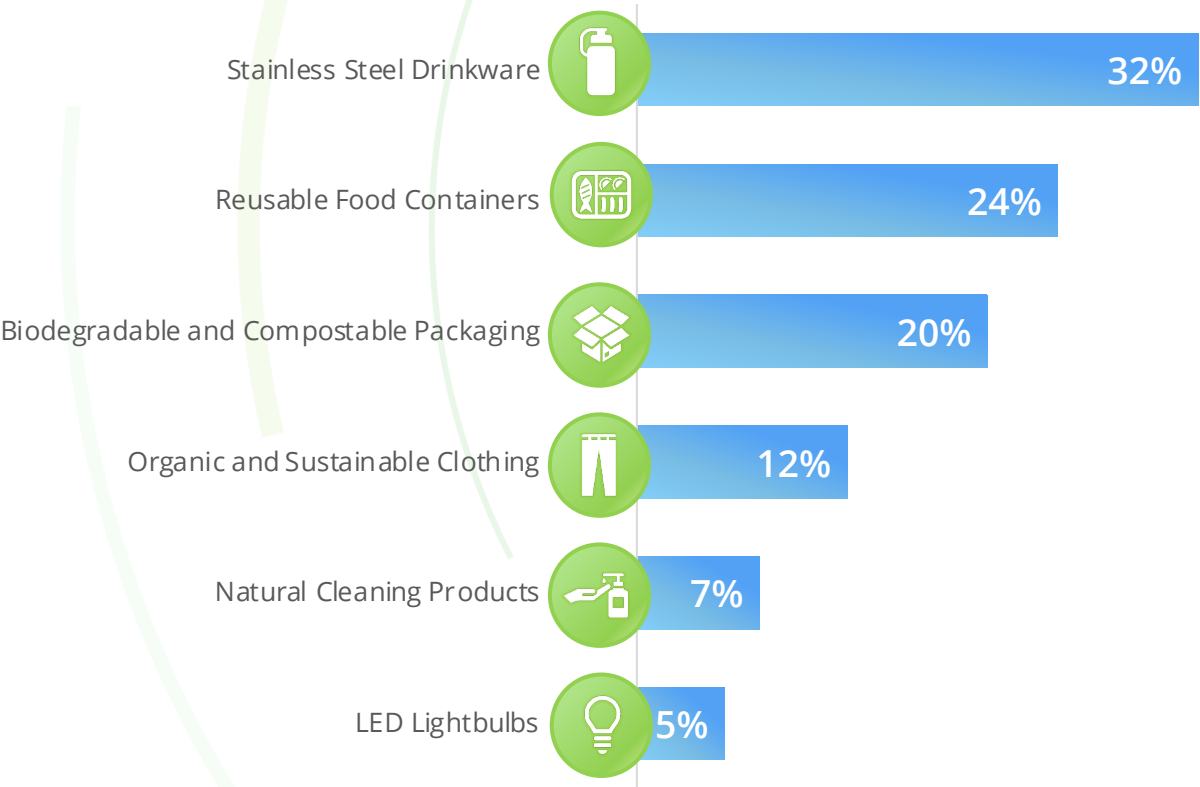


Eco-Conscious Consumerism

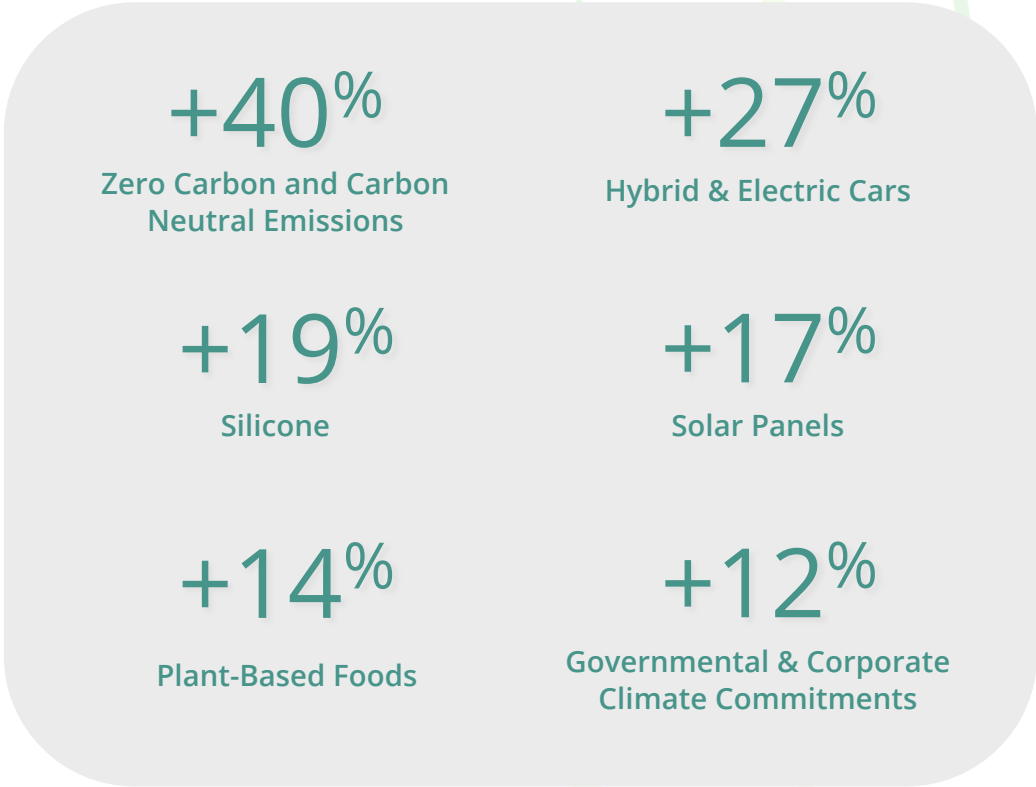
Online Engagement by an Eco-Friendly Audience



Most Searched and Shared Sustainable Products
Percent Share:



Environmental Trends
Average Weekly Increase in Searches & Shares (%):

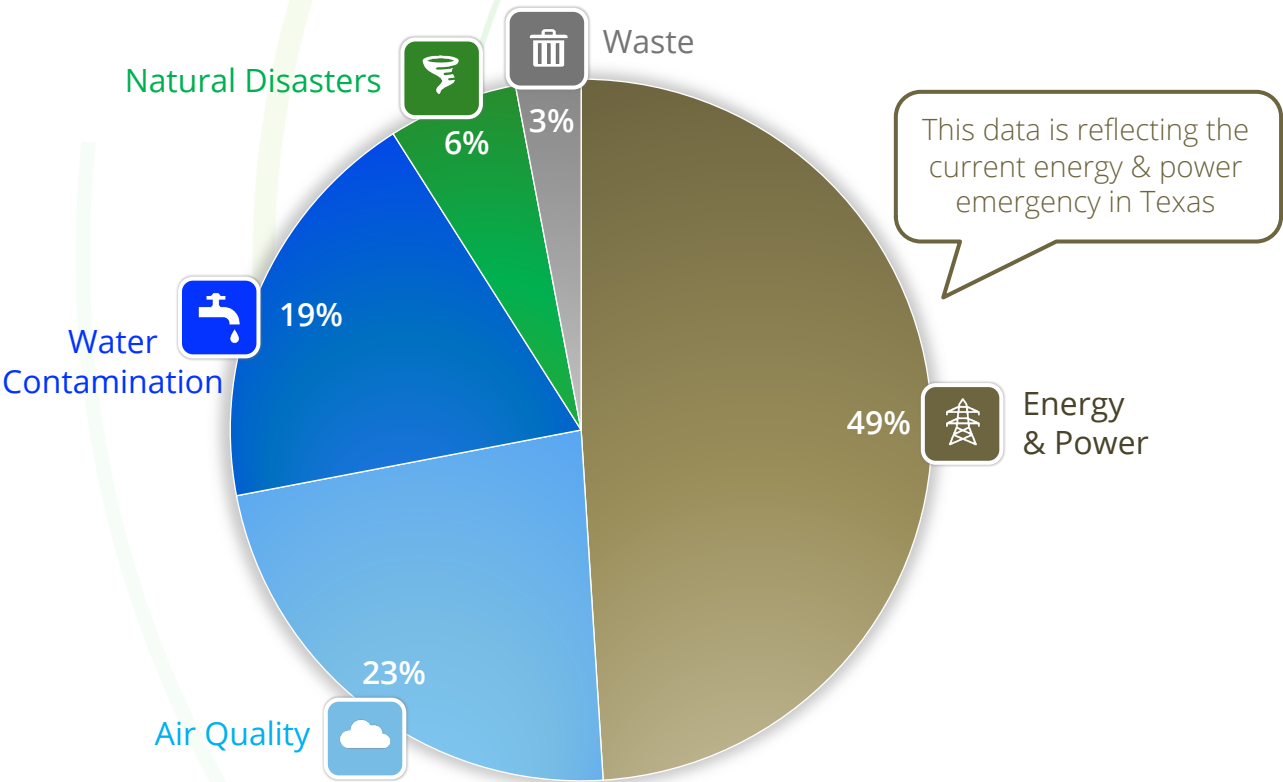


Climate Concerns

Online Engagement by an Eco-Friendly Audience



Share of Engagement (%) for Climate Change Topics:



Top Searched Keywords:



Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

RELEVANT CATEGORIES

- Autos & Vehicles > Hybrid & Alternative Vehicles
- Autos & Vehicles > Hybrid & Alternative Vehicles > Electric & Plug-In Vehicles
- Business & Industrial > Agriculture & Forestry
- Business & Industrial > Energy & Utilities > Electricity
- Business & Industrial > Energy & Utilities > Oil & Gas
- Business & Industrial > Energy & Utilities > Renewable & Alternative Energy
- Business & Industrial > Energy & Utilities > Waste Management
- Business & Industrial > Energy & Utilities > Water Supply & Treatment
- People & Society > Social Issues & Advocacy > Green Living & Environmental Issues
- Pets & Animals > Wildlife
- Political > Political Issue > Environmental Issues
- Science > Ecology & Environment > Climate Change & Global Warming
- The Changing Consumer > Natural Disasters
- Travel > Specialty Travel > Ecotourism

CUSTOM

Craft your own custom audiences using relevant privacy compliant signals, like this audience of eco-friendly users.



Thank You