



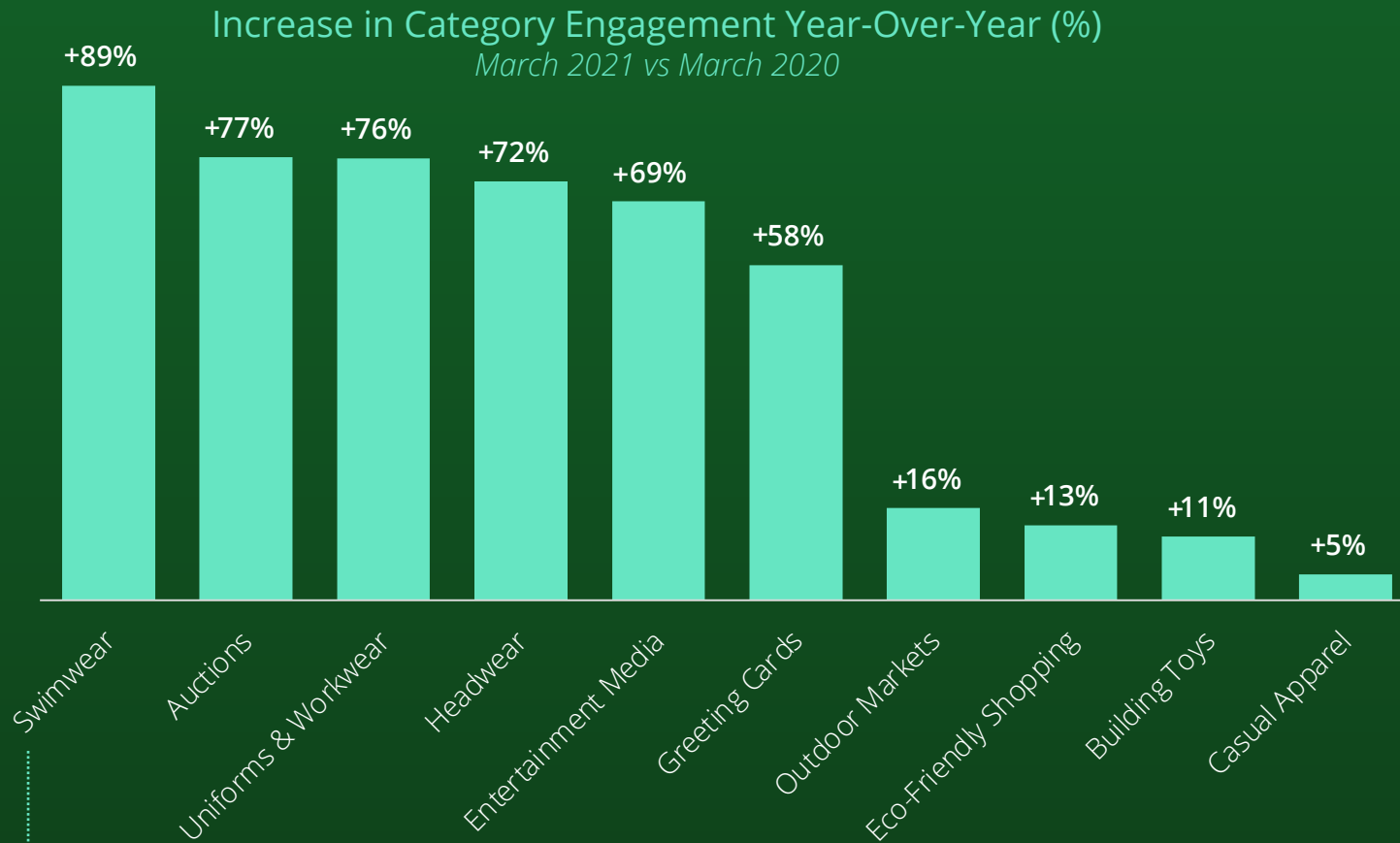
Retail: One Year Later

Geo: Global

March 2020 - March 2021

Retail Strategies Paid Off

Global Online Engagement in March 2021 vs March 2020



Non-essential jobs are coming back, and currently hiring
Outdoor socializing will still be the go-to solution this summer

Although **retail engagement is down 4% year-over-year** overall, survival strategies have kept it afloat

Retail strategy increases in online engagement year-over-year (%):

+2716%

In-Store and Curbside Pickup

+242%

**"Contactless"
Shopping Experiences**

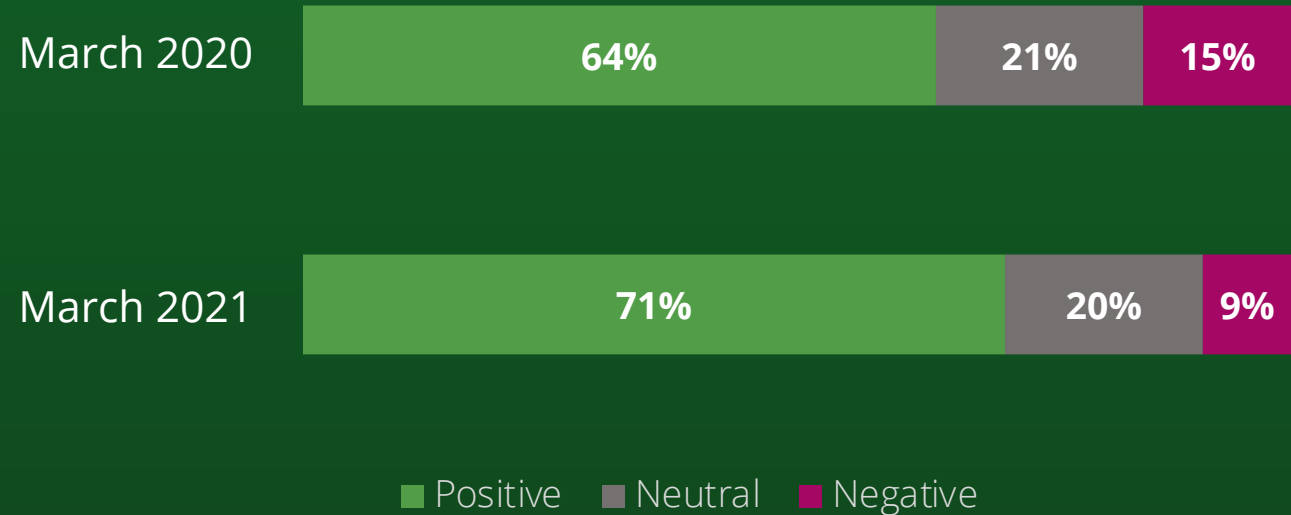


Local Communities Have Come Together

Global Online Engagement in March 2021 vs March 2020



Sentiment for Shopping Locally (%)
March 2021 vs March 2020



Positive sentiment has increased 7% year-over-year, illustrating community efforts to support local businesses and the local economy over the last year.



Technology Encourages Flexibility

Global Online Engagement

+38%

Game Systems & Consoles YoY

+30%

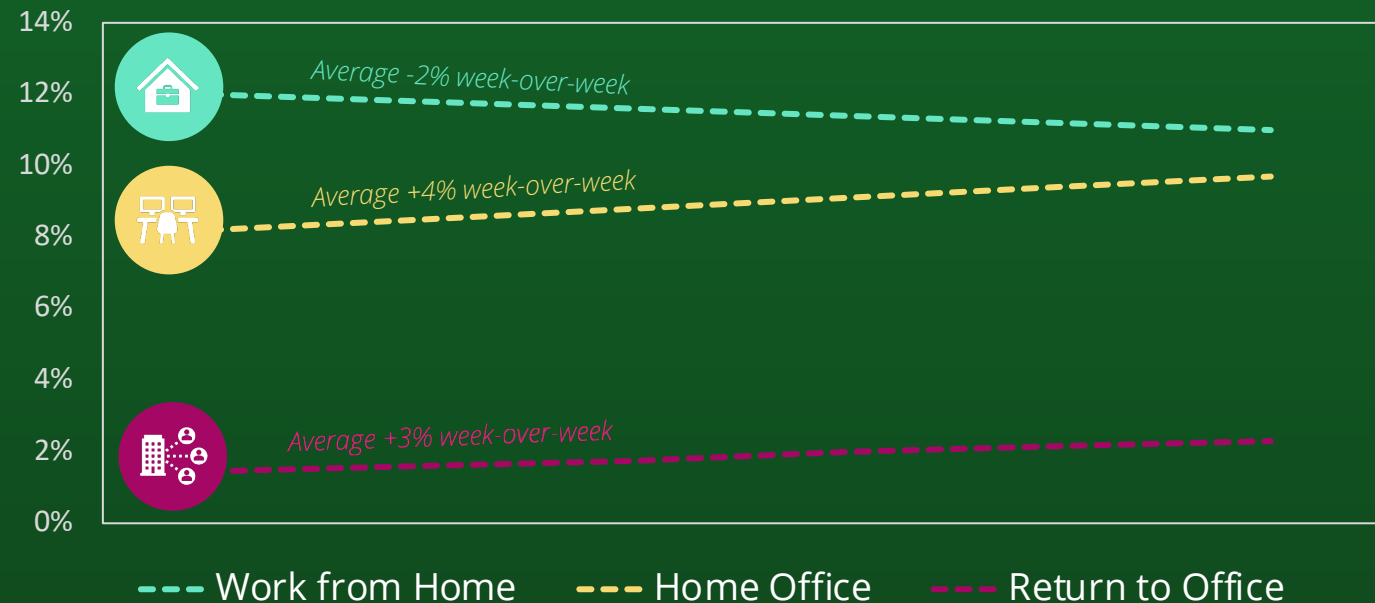
Computer Components YoY

+15%

Desktop Computers YoY

Projected Engagement Growth of Topics (%)

Based on Recent Trends in Searches & Shares



Searches and shares of content related to home offices and returning to the workplace have been steadily growing in the last several weeks, while engagement with content related to working from home has been slowly decreasing.

We anticipate that it will be a slow return to the office environment, and home office spaces will remain a priority as more employers consider offering their employees flexibility with their working location.



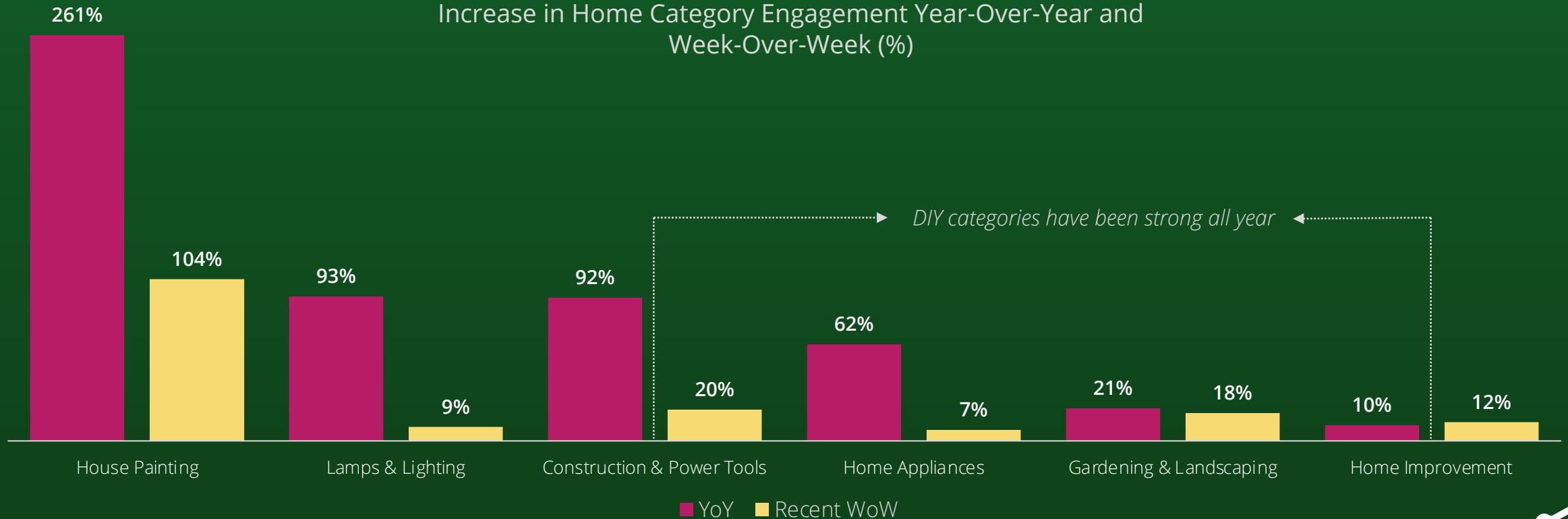
Do-It-Yourself is the New Essential Skill

Global Online Engagement



Real estate is not slowing down, and that growth will continue to support the home retail market. **Real estate listings are already up 9% year-over-year**, and steadily increasing by an average of 5% week by week.

Increase in Home Category Engagement Year-Over-Year and Week-Over-Week (%)



Geo: Global | Time Frame: March 2020 - March 2021



We Are Re-Entering Society

Global Online Engagement

+66%

Concerts & Music Festivals
Average WoW

+16%

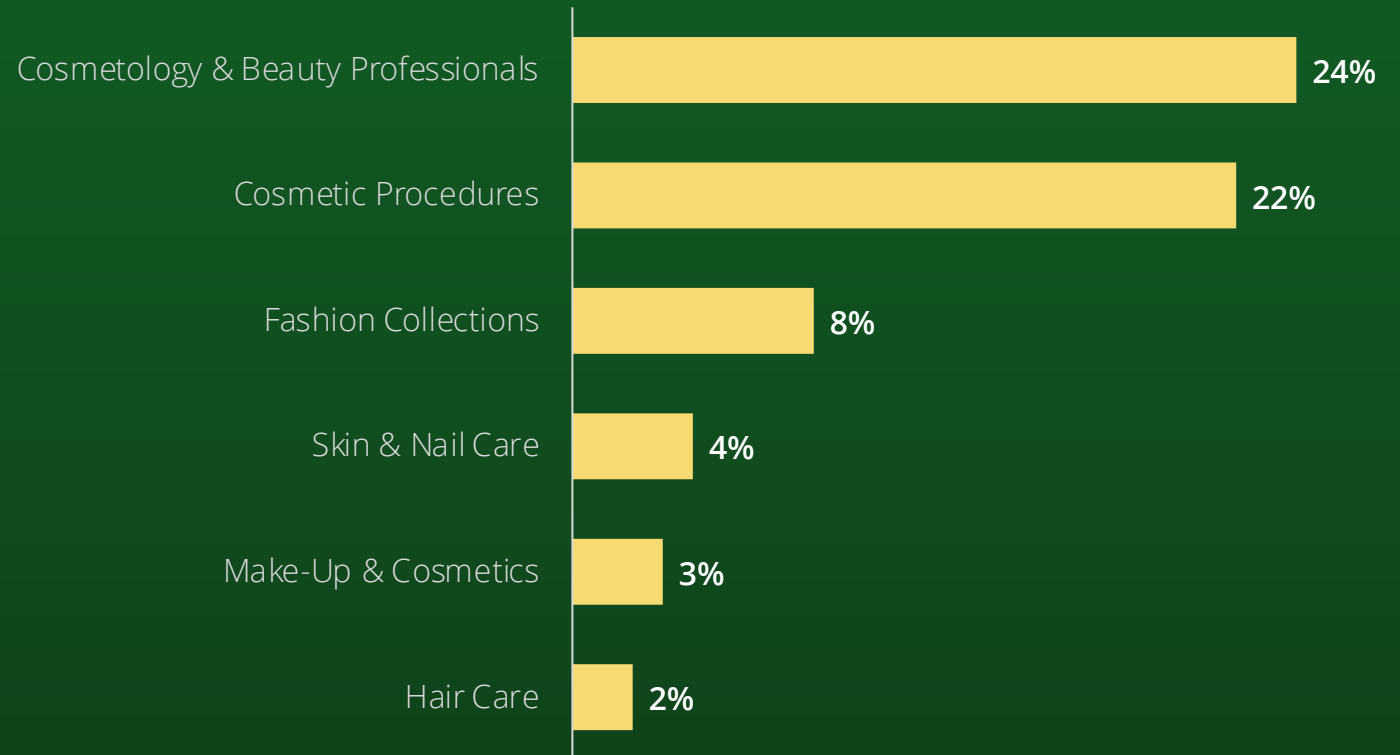
Events & Listings
Average WoW

+9%

Bars, Clubs, & Nightlife
Average WoW

Average Increase in Beauty Category Engagement Week-Over-Week (%)

Users Are Preparing to Re-Engage with Society



ShareThis Retail Outlook

Based on Current Data Trends

Retail is on the brink of bouncing back from the pandemic, but this new era of retail will depend on its flexibility. Customizable, community-oriented, and safe shopping experiences will be more important than ever before as customers readjust at their own pace, and retailers should give them space and support to do so.

We predict that:



Home will be the fastest retail category to return to pre-pandemic engagement levels



Technology retail will maintain its current engagement levels for quite a while



Beauty and fashion retail will be slowest to return, but the summer months are especially promising



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

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as local shopping, handmade goods, work from home, and more.

