

Wayvia

REPORT

MAKE SHOPPER BEHAVIOR VISIBLE EVERYWHERE

How purchase intent, retailer preference, and
sales signals **inform brand media planning**





INTRODUCING THE SIGNAL LAYER

A shopper clicks a social ad, compares two products, checks retailer stock, and chooses where to buy. Each action creates a signal about their intent, preferences, and likelihood to purchase again.

Brands that can't track those customer actions have a blind spot between media spend and retail sales and will have a harder time proving ROI, improving the path to purchase, and recovering lost revenue.

Closing the gap doesn't require changing how media is run. Adding shoppable tracking to existing campaign-level tracking captures post-click purchase intent and feeds it back to media planning.

Together, this creates the signal layer between media engagement and retail action.

What this report uncovers

This guide breaks down how to capture these insights and apply them to three core performance metrics:

- ✓ **Purchase intent rate** - Understand which channels, products, and creative generate genuine buying interest.
- ✓ **Lead conversion rate** - Identify which retailer pathways are most effective at turning media engagement into a retail visit.
- ✓ **Purchase lead value** - Assess which audiences, products, and creative generate the most commercially valuable opportunities.



Clicks show that someone responded to an ad. The signal layer shows whether that response is progressing toward a sale.

PURCHASE INTENT - PLANNING MEDIA AROUND INTENT INSTEAD OF CLICKS

Definition: The percentage of engaged shoppers who take a measurable high-intent action, such as comparing products, checking availability, or selecting a retailer.

A shopper who discovers a product on social media behaves differently from one comparing two models or checking whether a specific item is in stock. Yet traditional media planning treats both clicks identically, leaving marketers blind to actual buyer intent behind surface-level CTR metrics.

Looking at channel preference, products considered, and progression toward a retail destination helps brands see which media interactions are creating genuine purchase intent, not just engagement.

Brands should add measurable, shoppable actions to offsite campaigns and evaluate performance using purchase intent rate alongside click-through rate (CTR). **This allows them to:**

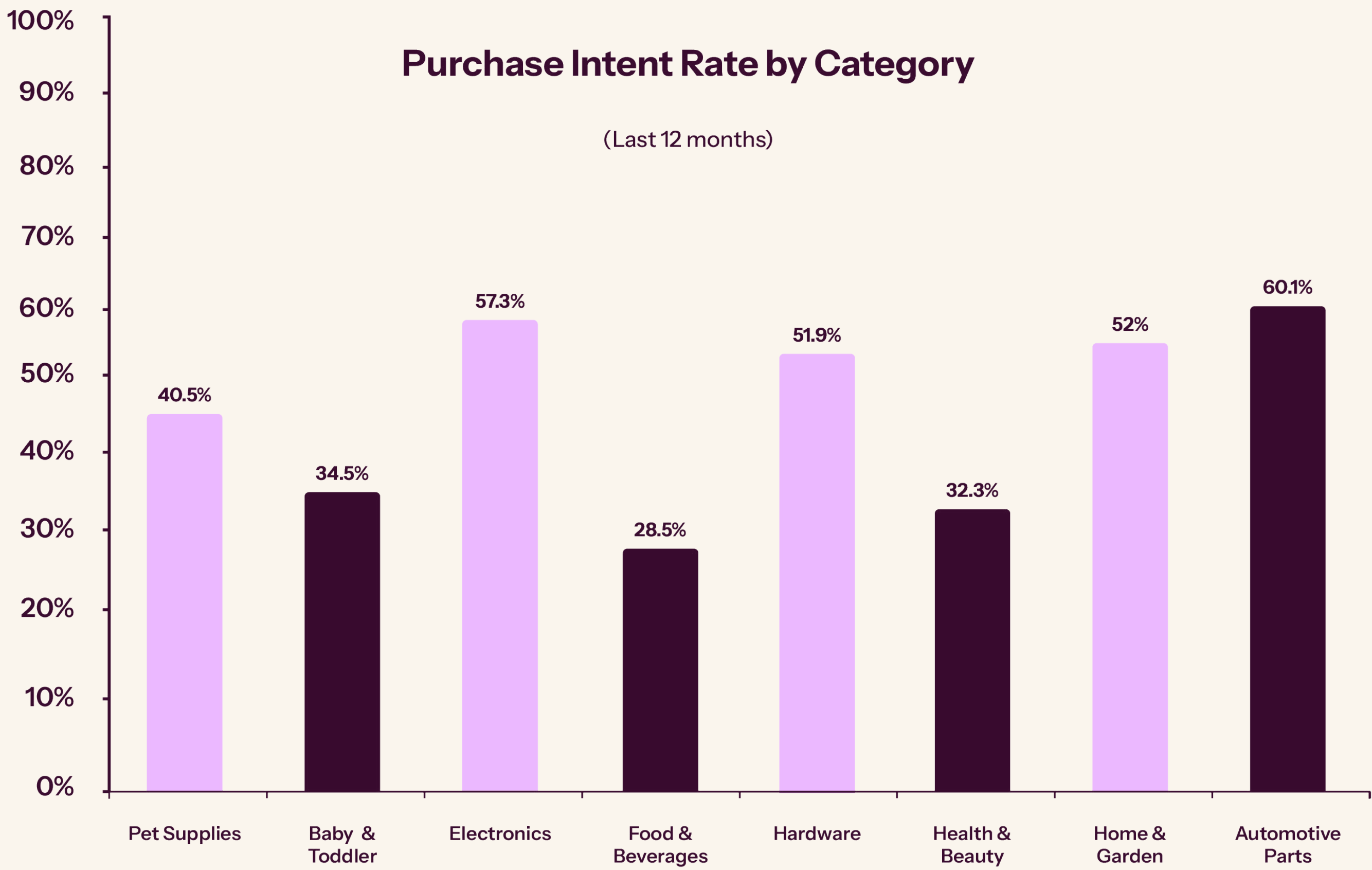
- ✓ Distinguish discovery from active consideration
- ✓ See which products shoppers are comparing
- ✓ Identify which channel and product combinations generate the strongest intent
- ✓ Reallocate spend toward the paths most likely to move shoppers closer to purchase

Rather than relying on fixed assumptions about how each channel performs, teams can use observed shopper behavior to determine the role search, social, connected TV, and other offsite media play within each category.



PURCHASE INTENT IN ACTION

There is no single benchmark for purchase intent. Category context matters, so brands need to understand what strong intent looks like for their market before using it to guide media decisions.



From Engagement to Intent

A CPG brand added real-time pricing, local stock availability, and aggregated reviews to commerce-first landing pages.

By giving shoppers the information needed to move from interest to consideration, the campaign generated:

- ✓ 3.5× higher purchase intent
- ✓ 1.2× higher engagement



High traffic volume does not necessarily indicate purchase readiness. Media spend should also be planned and optimized around verified intent across channels, products, and categories.



LEAD CONVERSION RATE - TURNING INTENT INTO RETAILER VISITS

Definition: The percentage of high-intent shoppers who continue from a shoppable experience to a retailer destination.

A shopper may click with clear intent, then switch retailers because another has the product in stock, offers faster delivery, or provides a better price.

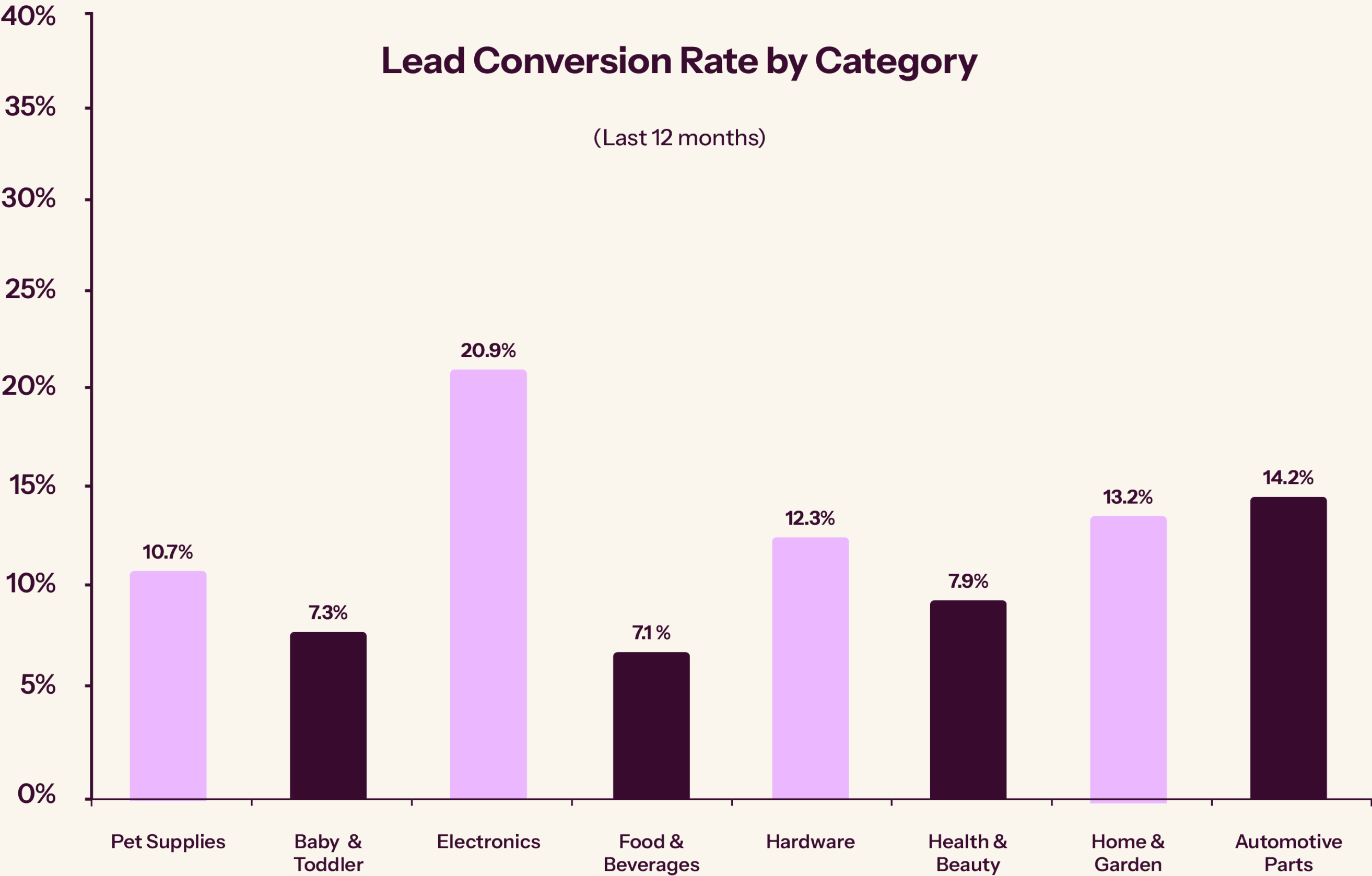
Making this behavior visible helps brands understand how retailer preference and switching influence whether media engagement becomes a retailer visit.

Marketing teams must evaluate campaign performance using LCR across specific channel and retailer pairings. Instead of relying on static landing pages with fixed store logos, media teams should dynamically sequence retail options based on live inventory, shopper location and historical conversion strength. **This helps them:**

- ✓ Identify which retailers convert best for different audiences
- ✓ See when shoppers switch from one retailer to another
- ✓ Understand where price, availability, or delivery may affect choice
- ✓ Sequence retailer options around observed shopper behavior

LEAD CONVERSION IN ACTION

Conversion to a retailer visit depends on more than intent alone. Category dynamics, retailer choice and the strength of the path to purchase all shape whether high-intent shoppers continue.



Making Retailer Choice Easier

A hardware brand integrated price intelligence with its Shoppable Where to Buy experience, reinforcing brand trust and helping shoppers compare options across retailers. They converted more leads to retailer destinations and ultimately drove a **23.5% increase** in purchase rate.



Matching media destinations to shopper preferences and improving retailer sequencing will reduce drop-off and increase lead conversion rates.

PURCHASE LEAD VALUE - PRIORITIZE THE HIGHEST-VALUE PURCHASE OPPORTUNITIES

Definition: Purchase lead value is the estimated monetary worth of a prospective customer who has shown clear intent to buy.

Not all ad traffic carries equal commercial weight. Two shoppers may click the same ad, but one might compare premium models, explore a bundle, or consider complementary products before moving to a retailer.

Making this behavior visible helps brands understand which interactions are creating the most valuable purchase opportunities, not just the highest volume of conversions.

Marketing teams must evolve beyond measuring conversion volume alone and assess which parts of the media plan are generating the most valuable purchase opportunities. **Tracking purchase lead value (PLV) alongside standard conversion rates helps teams:**

- ✓ Identify which channels attract higher-value shoppers
- ✓ See which products and price points generate stronger consideration
- ✓ Understand where comparison behavior creates cross-sell or trade-up opportunities
- ✓ Prioritize the audiences, products, and messages with the greatest commercial potential

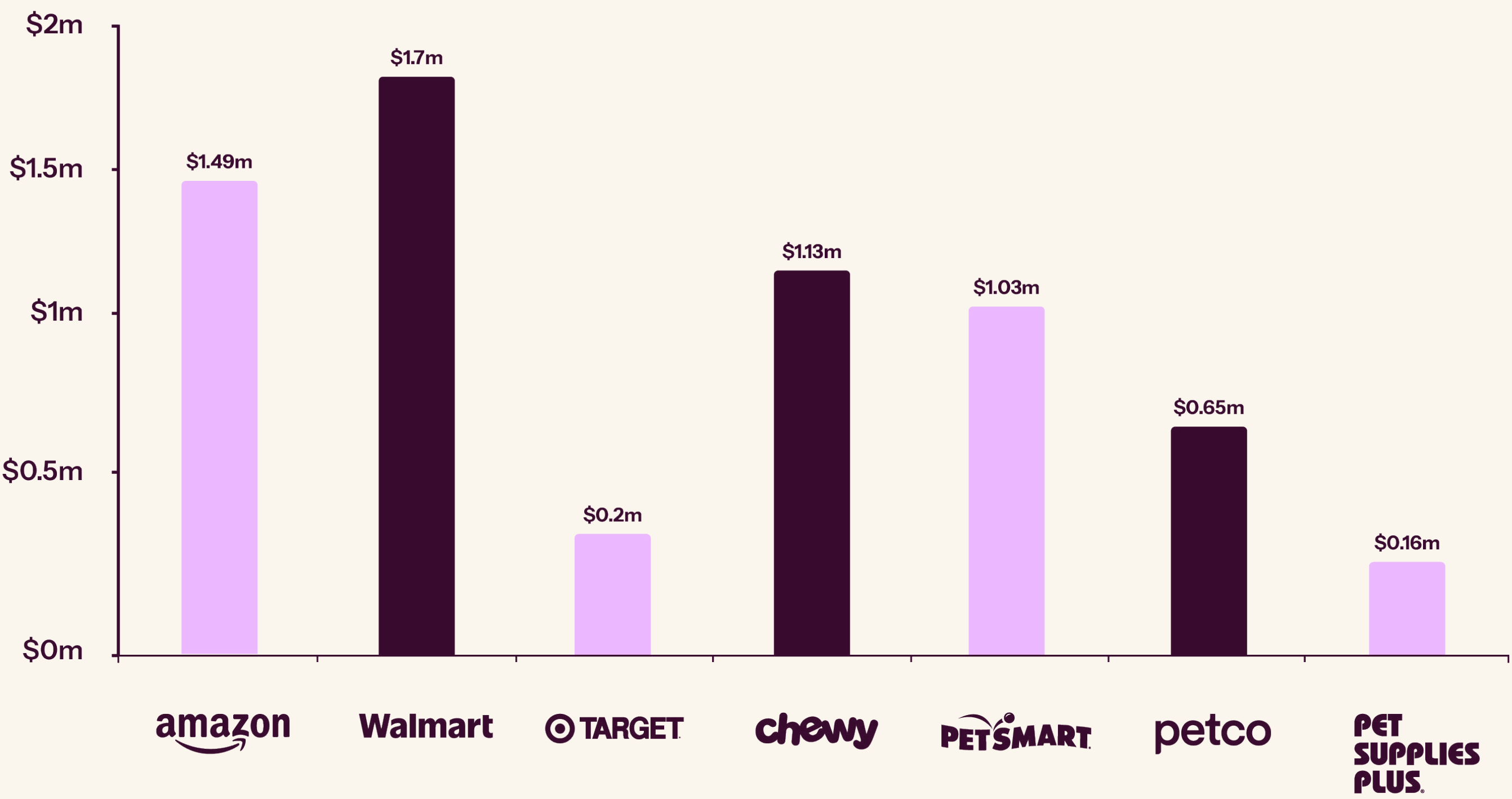


PURCHASE LEAD VALUE IN ACTION

The highest-volume paths are not always the most valuable. Looking at purchase lead value by retailer can help brands see where shopper interest is translating into greater commercial potential.

Animal & Pet Supplies Purchase Lead Value by Retailer

(Last 12 months)



Finding the Paths That Drive More Purchases

A pet brand connected social content to shoppable experiences. Then, they tied purchase intent and retail sales performance to each campaign, allowing them to identify the creative and commerce paths most likely to convert.

Result:

✓ 188% increase in purchases



Purchase lead value helps brands shape creative and product promotion around the interactions with the strongest commercial potential, rather than click volume alone.

TURNING SHOPPER SIGNALS INTO A SMARTER MEDIA PLAN

Purchase intent rate, lead conversion rate, and purchase lead value give brands a clearer view of what happens between media engagement and retail action.

Bringing these measures into planning helps teams move beyond channel-level performance and understand which audiences, products, retailer pathways, and creative are creating the strongest commercial opportunities.



Brands can begin adding the signal layer to media planning by:

- ✓ Auditing where shopper behavior becomes invisible after the click
- ✓ Comparing intent and value across channels, products, audiences, and creative
- ✓ Using retailer preference and switching behavior to improve destination sequencing
- ✓ Feeding these insights back into media allocation, product promotion, and campaign optimization

Wayvia connects offsite media engagement with the shopper behaviors and retail actions that follow.

Brands can see signals such as:

- ✓ Product interest and comparison behavior
- ✓ Retailer preference and switching
- ✓ Local inventory engagement
- ✓ Lead conversion
- ✓ Purchase lead value

These signals help marketing teams move beyond surface-level engagement metrics and base media decisions on observable purchase behavior.

ADD THE SIGNAL LAYER TO YOUR NEXT CAMPAIGN

i Adding the signal layer helps brands connect media performance with the shopper behaviors and retail outcomes that matter most.

See Shoppable Signals in Action

See how Wayvia and Hill's Pet Nutrition worked together to use shopper signals to strengthen the path to purchase and drive results.

[Watch the webinar](#)