



FASHION REPORT

JANUARY 2026

The brands and products that ruled search



LOUIS VENTER

Founder & CEO | MediaVision

Consumer search behaviour is shifting faster than most brands can track, and in fashion, the margin between capturing demand and losing it often comes down to weeks, not months.

This quarter's data reveals a market in motion. Fashion now commands 28.7% share of wallet across retail sectors, up 0.54 percentage points, while high-street fashion dominates category search at 45.7%. The winners are clear: Primark leads growth at +0.65 share points, followed by Vinted's remarkable +0.47 rise, signalling that value and resale are reshaping how consumers shop. Product-level trends tell an equally compelling story, with peacoats surging 39% year-on-year and the need for winter sun resulting in summer dresses climbing 22%.

For commercial leaders, this matters beyond traffic. Share of brand search, as Les Binet's work demonstrates, correlates directly with market share and can predict share price movement. In an environment where paid search costs continue to climb, a robust organic strategy does more than drive efficiency. It reduces paid dependency, freeing budget for further brand investment or saving that directly to EBITDA.

This is also a pivotal moment for search innovation. As AI-powered discovery through platforms like ChatGPT and Google Gemini reshapes how consumers find products, the brands with comprehensive, well-structured organic visibility will capture demand others miss entirely.

Metis evaluates these trends weekly, surfacing actionable insights four times faster than traditional methods. This speed enables brands to react first, not follow. Our approach has earned recognition across the industry: six Global Search Award nominations, five UK Search Award nominations in fashion ecommerce, and the UK Search Award for Best Use of Search in Fashion.

This report introduces two new features, Share of Wallet and Share of Category Search, designed to reveal where consumer attention is flowing and which brands are winning it. The opportunity is there. The question is whether your SEO agency is agile enough to capture it.



Interpreting SHARE OF SEARCH

This is the first report from MediaVision to combine Share of Wallet, Share of Brand and Share of Category, giving brands the most comprehensive data set yet to compare their performance against. All three are drilldowns into share of search, which has become a tried and tested leading metric for predicting overall long-term revenue growth. Brands like Adidas have led the way on rebuilding their brand tracking frameworks to focus on Share of Search and have seen the results in their bottom line.

In this report, we take Share of Search a step further, splitting it into three segments to provide greater context and detail. Share of Wallet provides the macro context that can help explain brand-level trends that you might be seeing. For example, a 2% drop in traffic for a single brand could be a real terms gain on direct competitors if they are in market that has seen a 5% drop over the same time frame.

With this top down view, we can move on to Share of Category. How does your sub-section of your market compare with others? As opposed to Share of Wallet, this section can provide more actionable insight. Preloved and Secondhand Platforms are showing weaker performance during the festive period when compared to the rest of the year. What can this tell us about consumer attitudes to this sector during this period and what opportunities does that present, both for brands in and out of that sector?

Finally, we drill down to the brand specific level. Instead of looking at brand level graphs on their own, we're armed now with greater context to help interpret this data. Layer this context into your analysis to form strong rationale for the performance you are seeing at brand level and use it to form an action plan that is rooted in multi-level, real time data, giving those plans the best chance to succeed.

WHO WE WORK WITH

NEW
LOOK



URBAN OUTFITTERS

RIVER ISLAND

HUSH

ABBOTT LYON

MONSOON

ACCESSORIZE
LONDON

OUR AWARDS



Best SEO Campaign



Most Innovative
Agency of the Year



Best Use of AI
in Digital



Best Use of Data



Innovation Award



Best Use of Data



Best Search Software Tool



Best UK SEO Campaign



2025 WINNER

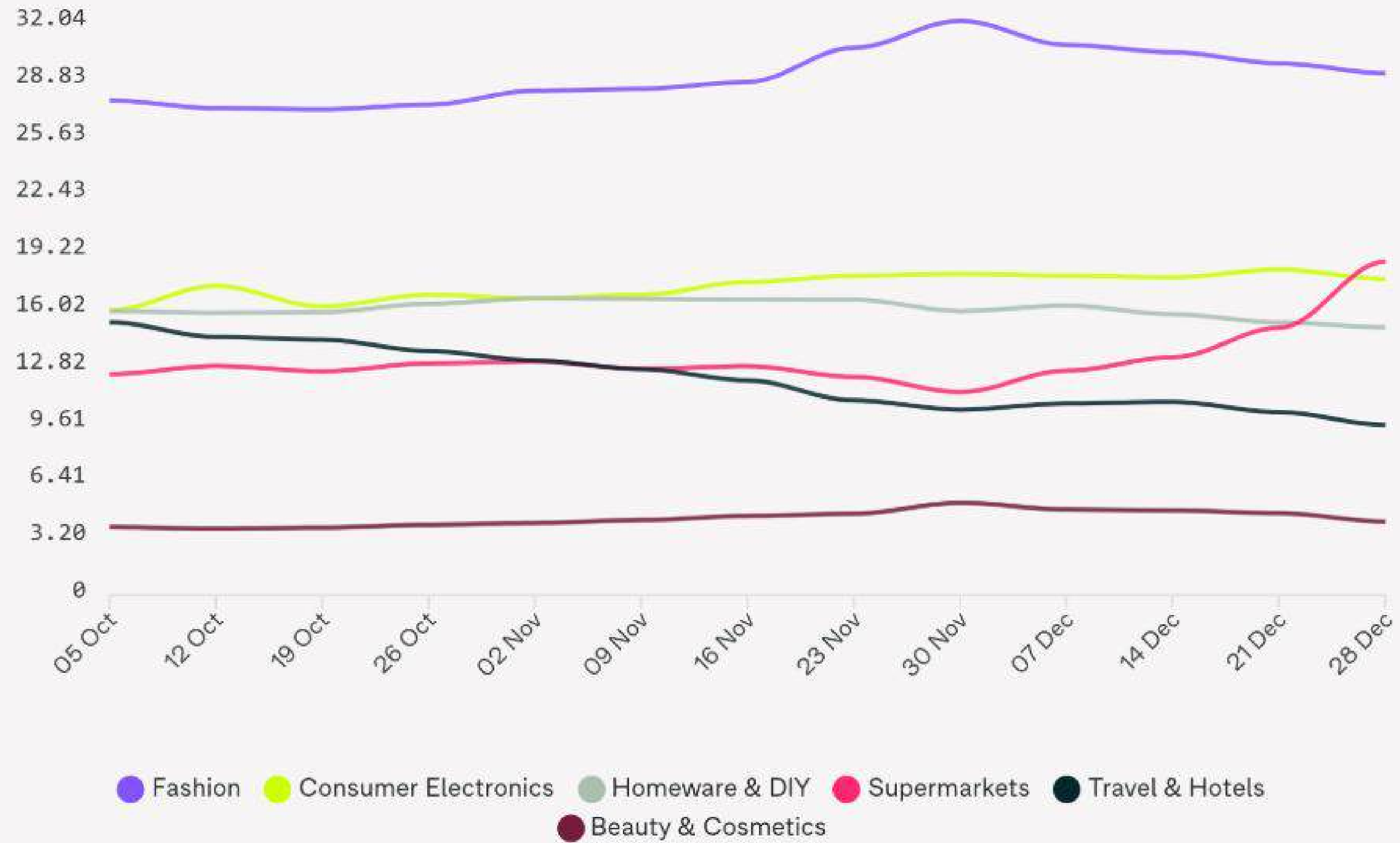
Best Use of
Search In Fashion

WHO RULED?

From high street fixtures to viral online marketplaces, these are the biggest brands dominating share of brand search.



Share of Wallet





Growth Director | MediaVision

When it comes to the pounds in consumers pocket, it is not just a battle between brands, but also between market categories. Fashion competes with DIY; Electronics competes with Travel, and the Share of Wallet graph demonstrates which markets are winning this battle.

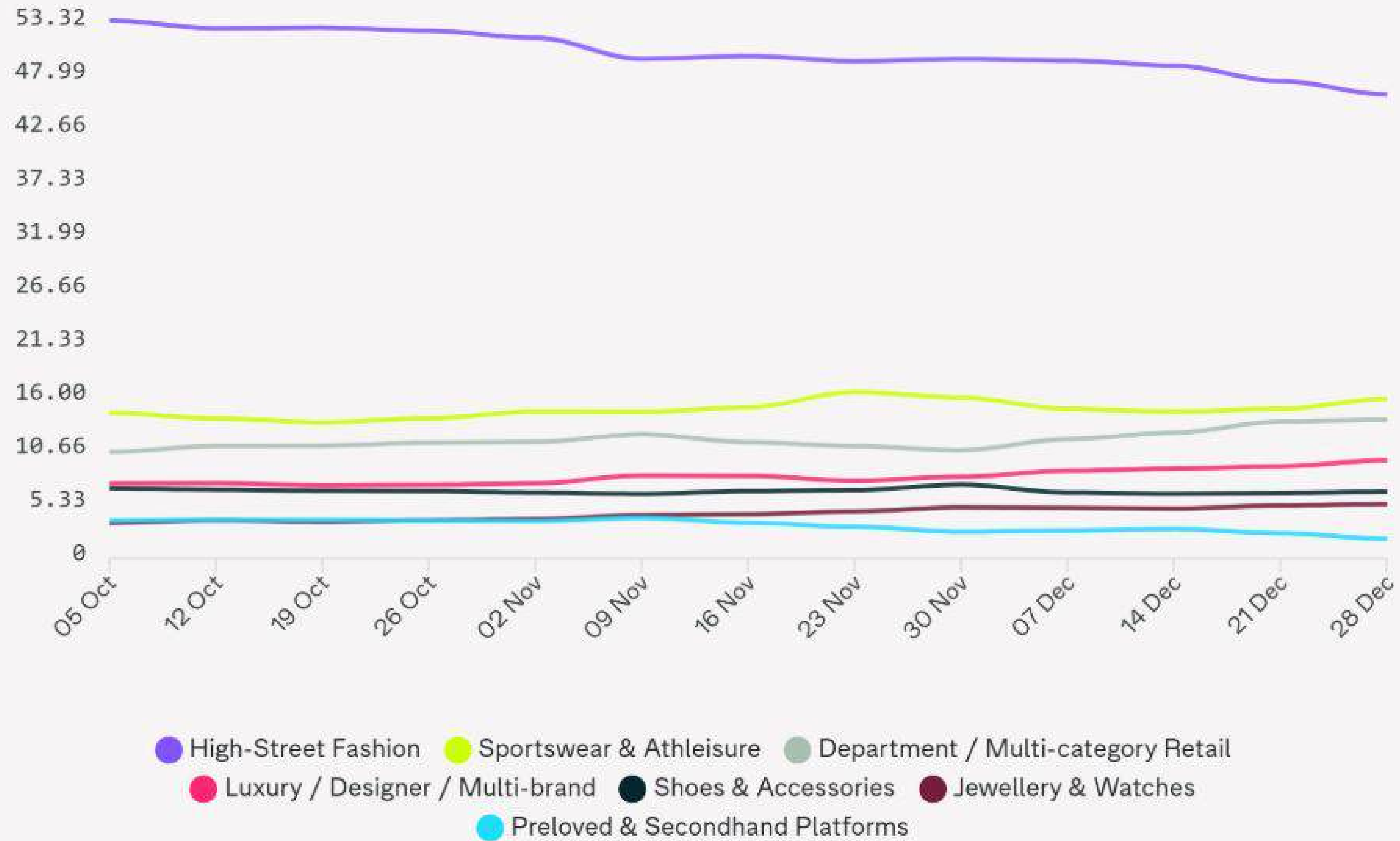
Fashion holds a commanding, growing share, even if you were to disregard the short term spike of black Friday. Farther down the pecking order, ‘nice-to-have’ and ‘need-to-have’ categories battle it out, but it appears that consumers continue to make sure a decent amount of buying power is set aside for Fashion, even whilst tail and headwinds appear to hit other markets with considerable force.

Drilling down into the breakdown of the fashion market specifically, the high street dominates. For the most part, it was a stable Q4 for high street brands. After losing some share during the festive season, the sector has regained ground and held firm.

The almost 50% share of the fashion market that is absorbed by the high street smooths out some of the other lines in this graph. Remove what is a fairly stable high street data point and the rest of the data displays significant volatility. Verticals traditionally associated with gifting, such as luxury, designer, and department retailers, capitalised on the holiday period, recording around 5 percentage points of market share gain between black Friday and Christmas day.

Sportswear, shoes and accessories followed an inverse pattern. These categories experienced a spike during Black Friday, followed by a sharp decline that persisted until after Christmas Day. Sportswear, in particular, saw a pronounced recovery post-Christmas, suggesting that consumers may prioritize self-purchases after focusing on gifts for others during the festive season.

Share of Category Search



powered by



UNIFIED
DEMAND.
GUARANTEED
ALIGNMENT.

IS YOUR TEAM TRULY ALIGNED?

Imagine a platform that breaks down silos. Metis enforces unified commercial alignment, ensuring all teams focus on the highest-value market opportunities together.

WHO GREW THE FASTEST?

Some brands stayed steady, others surged ahead with serious momentum. These are the brands that grew the fastest over the past three months.





Annabelle Sacher

Head of Digital PR | MediaVision

Over the past quarter, Primark, Vinted and Next emerged as the fastest-growing fashion brands in terms of share of search. While each brand followed a slightly different path, their growth was driven by the same underlying principle: creating consistent brand signals across multiple channels, driving relevant visibility that translated into increased brand search demand.

Primark's growth reflects how customer-centric innovation and brand storytelling increasingly fuel online discovery. Over the quarter, the brand combined high-profile product launches, seasonal brand campaigns and credible sustainability messaging with in-store innovation. This ensured Primark was present across multiple narratives at once - from accessibility and value to ethics and retail innovation - prompting consumers to actively search for the brand rather than passively encounter it.

As an ardent thrifter and vintage collector, I'm both thrilled and unsurprised by Vinted's acceleration. The popularity of the global resale market - accounting for nearly 30% of the average wardrobe currently (BCG x Vestiaire Collective) - will likely reach up to \$360 billion by 2030 and is growing 3x faster than firsthand fashion. As resale continues to shift from a budget-driven behaviour to a socially endorsed lifestyle choice, Vinted has become the go-to for second-hand sellers and shoppers, organically scaling brand preference and therefore share of search. National media coverage, customer success stories and data-led campaigns around gifting and decluttering have only served to emphasise this positioning.

Next's growth was driven by consistency and scale. Strong reporting on sales performance, regular product-led coverage, continued investment in physical retail, and a renewed focus on contemporary brand storytelling kept Next top-of-mind across the quarter. Rather than relying on a single spike moment, this steady drumbeat of activity reinforced habitual brand recall and repeat brand searches.

Together, these brands demonstrate that growth in share of search is earned upstream. The fastest-growing fashion brands were giving consumers clear reasons to search for them through product relevance, cultural alignment and brand confidence. In an increasingly competitive fashion market, search growth is being driven by brands that successfully engineer visibility and preference long before a consumer reaches the search results page.



Share of Brand Search: Fastest Growing Top 20

Brand	Share of Search %	Difference YoY
primark	3.88	0.65
vinted	2.24	0.47
next	5.67	0.43
m&s	2.85	0.39
selfridges	1.68	0.16
bershka	0.44	0.13
matches	0.39	0.12
matalan	2.2	0.11
very	1.78	0.11
lululemon	0.56	0.11
hollister	0.75	0.1
uniqlo	0.91	0.09
marks & spencer	0.72	0.09
gymshark	1.12	0.07
aybl	0.15	0.07
arne	0.24	0.06
missguided	0.08	0.06
new balance	0.87	0.05
victoria's secret	0.37	0.05
boux avenue	0.33	0.05

TRENDSPOTTING

What's made us double tap,
screenshot and add to bag lately?





WHAT OUR CLIENTS SAY ABOUT US



“While of course providing the content & technical support you'd expect from a quality SEO agency, MediaVision's real strength has been in the way they've helped us grow our organic search traffic by leveraging their data and technology to identify & capture trending search opportunities faster than the competition.”

Andy Berks
Chief Customer Officer,
Monsoon Accessorize

MONSOON
Accessorize

“Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able provide a combination of great technical expertise as well as valuable market insight, and their quickfire, trend responsive approach to SEO sets them apart.”

Ashley Addison
Head of Media, River Island

RIVER ISLAND

“What attracted me to MediaVision over others in the market was their unique approach to data and how we could build an SEO strategy around it. By reacting to real-time weekly demand trends, we're able to align the team with what our customers are searching for in near real time, allowing us to react faster than the market.”

Tom McEwan
Head of Performance, Urban Outfitters

URBAN OUTFITTERS



DE-RISK
STRATEGY.
GUARANTEE
ROI.

ARE YOUR BETS DE-RISKED?

Imagine a platform that validates every strategic choice. Metis provides real-time demand data to de-risk multi-million-pound range and marketing investments.



Jacky Lovato

Head of Content | MediaVision

The goal is to shape demand rather than chase it, and brands that sustain or grow their share of brand search in the final quarter have a huge advantage when the ‘holiday hangover’ hits and the market softens post-December.

Next is a great example, leading last quarter with a +5.67% Share of Brand Search and 0.43% growth - metrics that directly align with their recent positive forecast announcement.

Primark’s 0.65% growth is equally notable, signalling continued relevance on the high street at a time when value-led propositions are under intense pressure.

These gains matter because brand demand is one of the most reliable health metrics in retail. Share of Brand Search closely correlates with market share and even long-term share price performance.

On the other hand, Several major players saw demand soften, with TK Maxx, John Lewis, Pandora and Shein all recording a decline. In a market where consumers are more selective than ever, brand demand can slip quickly if momentum isn’t maintained.

This aligns with wider industry signals. UK fashion ecommerce is facing slower growth, higher fulfilment costs and rising paid media inflation. With paid search becoming more expensive, a strong organic-led brand strategy is no longer optional.

Ultimately, reacting to trends weekly is now the only way fashion brands can win. We help brands do this by identifying shifts four times faster, moving from a reactive 'data lag' model to a proactive commercial strategy that protects margins and secures first-mover advantage.

Share of Brand Search: Who Ruled?

Top 20

Brand	Share of Search %	Difference YoY
next	5.67	0.43
sports direct	4.21	-0.3
tk maxx	4.06	-0.19
primark	3.88	0.65
john lewis	3.71	-0.26
m&s	2.85	0.39
jd sports	2.76	-0.41
pandora	2.73	-0.04
shein	2.69	-0.62
zara	2.28	0.03
vinted	2.24	0.47
matalan	2.20	0.11
asos	2.15	-0.32
new look	1.82	-0.17
very	1.78	0.11
selfridges	1.68	0.16
h&m	1.67	-0.06
river island	1.55	-0.22
nike	1.30	-0.13
harrods	1.29	0



OLIVER YEE

Head of SEO | MediaVision

As we entered the key trading period for fashion brands, we observed a surge in search demand for numerous product trends within our unique, proprietary ecommerce data set in Metis.

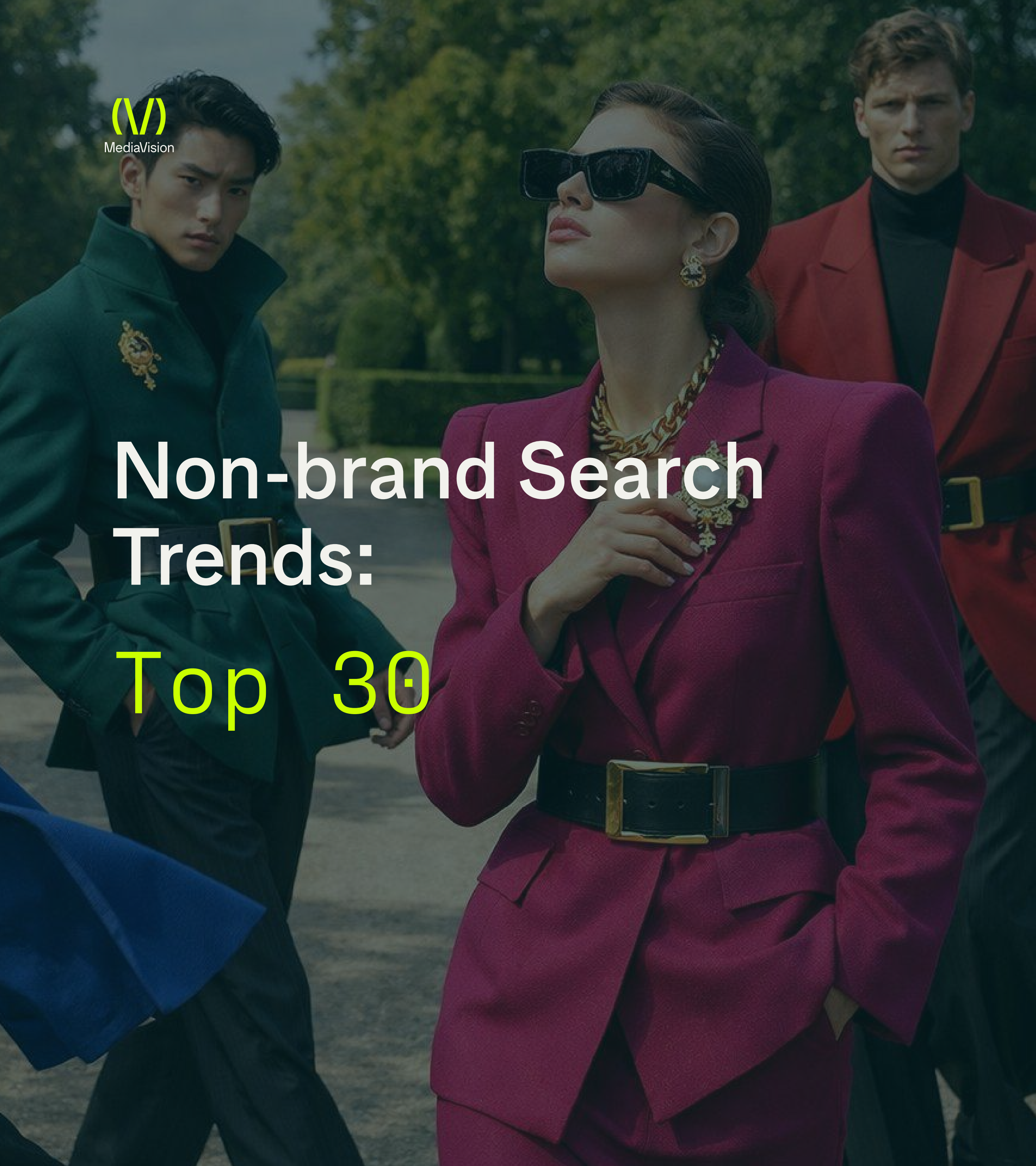
With the latter part of the year typically being vital for occasionwear as the Christmas party season peaks, it was no surprise to see black-tie dresses, maxi dresses, and going-out tops appear in the top 30 product trends throughout the period.

Interestingly, we noted a lack of outerwear in the data. Due to milder temperatures, cardigans emerged as a surprising trend as customers opted for comfortable layering; lighter pieces, such as peacoats and trench coats, were searched for ahead of thicker coats and jackets.

Another key emerging area was activewear. We saw running shoes, sneakers, and sports bras enter the top 30 product trends, potentially as searchers looked to improve their fitness ahead of the festive indulgences that lay ahead.

On the flip side, demand for sequin dresses was up on the year, likely driven by the 'halo effect' of Taylor Swift's Eras tour in 2024.

The data in Metis provides a weekly view of search trends, allowing us to react fast and first. By aligning tightly with the trading periods of fashion brands, we can remain streamlined in our in-week activations while contextualising how the broader market is impacting performance.



MediaVision

Non-brand Search Trends: Top 30

Product	% Change YoY	Search Demand Difference
summer dresses	22.03%	68,250
glasses	16.17%	59,987
black dress	20.44%	47,311
umbrellas	29.96%	40,379
card holders	25.00%	36,055
handbags	12.07%	35,050
shoes	7.23%	34,521
maxi dresses	15.56%	33,905
sunglasses	10.94%	33,328
cap	20.33%	32,992
running shoes	12.75%	31,208
cardigan	12.70%	31,082
watches	5.58%	29,421
sneakers	15.94%	28,500
prom dresses	3.43%	28,041
black tie dresses	25.86%	27,565
jeans	10.60%	26,542
blazer dress	11.50%	26,089
sandals	15.39%	25,901
sports bra	22.19%	25,352
trench coat	14.92%	25,178
scarf	12.62%	24,887
loafers	22.03%	24,320
peacoat	39.24%	23,091
going out tops	19.32%	22,484
leather jacket	11.47%	21,725
gold ring	14.95%	21,673
prescription sunglasses	14.87%	20,402
waterproof jacket	18.99%	20,054
travel bag	20.12%	19,565

Non-brand search decline: Top 30

Product	% Change YoY	Search Demand Difference
baby sleeping bags	-46%	-123,910
hoodie	-5.76%	-37,088
80s fashion	-22.93%	-33,693
90s fashion	-24%	-28,843
sequin dress	-11%	-26,865
crop top	-13%	-24,826
aviator jacket	-35%	-24,458
festival outfits	-15%	-22,864
leopard print dress	-24%	-22,452
glitter dress	-22%	-21,116
plus size dresses	-15%	-20,178
knitted dress	-17%	-19,111
smock dress	-24%	-18,702
occasion dresses	-15%	-18,648
plus size clothing	-13%	-18,565
wrap dress	-13%	-18,562
jumpsuit	-10%	-17,813
boys coats	-17%	-16,776
mom jeans	-26%	-16,476
petite jumpsuit	-21%	-15,374



MEASURE
AUTHORITY.
SECURE
MARKET
SHARE.

ARE YOU WINNING SHARE OF SEARCH?

Imagine a platform that provides a real-time competitive brand view. Metis measures and allows you to accelerate your 'Share of Brand Search,' the definitive metric for future market share.

LEADERBOARDS



BUYERS:

- > Demand seasonality to inform trade planning
- > Historic trends to inform future buys
- > Identify ranging opportunities
- > Identify category expansion opportunities

MERCHANDISERS:

- > Clear view of consumer demand
- > Faster decision making
- > Automated tasks reducing manual work

INSIGHT TEAMS:

- > Clear weekly view of consumer demand
- > Clear weekly view of brand demand and share of brand search
- > Clear weekly view of competitor brand demand
- > Rapid identification of rising trends 4x faster than the competition

DIGITAL AND MARKETING TEAMS:

- > Optimise SEO & paid search strategy
- > Grow organic search traffic by extending coverage
- > Increase efficiency of marketing spend by reducing / re-deploying paid search spend
- > Understanding share of brand search weekly

CUSTOMERS:

- > Helps give the customer the right product at the right trading time, helping to limit margin erosion for a business

TRADING TEAMS:

- > Site trading & content relevant to current search demand, driving conversion
- > Improved taxonomy & categorization.
- > Optimised product copy & titles

We're not just creating SEO impact for our clients

We help clients embed **Metis** data across all teams
to maximise growth and profitability.



Share of Brand Search: Top 130

Brand	Share of Search %	Difference YoY
next	5.67	0.43
sports direct	4.21	-0.30
tk maxx	4.06	-0.19
primark	3.88	0.65
john lewis	3.71	-0.26
m&s	2.85	0.39
jd sports	2.76	-0.41
pandora	2.73	-0.04
shein	2.69	-0.62
zara	2.28	0.03
vinted	2.24	0.47
matalan	2.2	0.11
asos	2.15	-0.32
new look	1.82	-0.17
very	1.78	0.11
selfridges	1.68	0.16
h&m	1.67	-0.06
river island	1.55	-0.22
nike	1.3	-0.13
harrods	1.29	0
gymshark	1.12	0.07
flannels	1.04	-0.03
adidas	1	0.04
boohoo	0.99	-0.28
decathlon	0.94	0.03
go outdoors	0.92	0.03

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
uniqlo	0.91	0.09	matches	0.39	0.12
schuh	0.87	-0.05	bicester village	0.38	0.01
new balance	0.87	0.05	h samuel	0.38	-0.04
hollister	0.75	0.1	swarovski	0.38	0.01
urban outfitters	0.73		the white company	0.37	0.01
marks & spencer	0.73	0.09	oh polly	0.37	-0.06
ugg	0.72	-0.16	victoria's secret	0.37	0.05
mountain warehouse	2.73	-0.04	birkenstock	0.34	0.04
footasylum	2.69	-0.62	tu	0.34	0.01
mango	2.28	0.03	tommy hilfiger	0.33	-0.05
crocs	2.24	0.47	boux avenue	0.33	0.05
george	2.2	0.11	cos	0.33	0.02
tu clothing	2.15	-0.32	boohooman	0.32	-0.03
lululemon	1.82	-0.17	blacks	0.32	0
peacocks	1.78	0.11	quiz	0.32	-0.02
foot locker	1.68	0.16	monica vinader	0.31	0
ann summers	1.67	-0.06	house of cb	0.3	-0.04
jd williams	1.55	-0.22	white stuff	0.3	0.02
fat face	1.3	-0.13	mint velvet	0.3	0
clarks	1.29	0	dr martens	0.29	-0.03
louis vuitton	1.12	0.07	charles tyrwhitt	0.29	0.02
bershka	1.04	-0.03	montirex	0.28	0.04
ralph lauren	1	0.04	reiss	0.27	0.01
superdry	0.99	-0.28	north face	0.26	-0.02
skechers	0.94	0.03	boden	0.26	0.01
office	0.92	0.03	allsaints	0.25	-0.01

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
shoe zone	0.25	-0.11	vivienne westwood	0.2	0
oasis	0.24	0.02	mamas & papas	0.2	0.02
converse	0.24	-0.07	beaverbrooks	0.19	0.02
arne	0.24	0.06	church's	0.19	0.01
dior	0.24	-0.03	hermes	0.19	0
monsoon	0.24	0	represent	0.19	-0.01
harvey nichols	0.24	-0.01	chanel	0.18	0.01
accessorize	0.23	-0.02	astrid & miyu	0.18	0.04
jo malone	0.23	-0.01	michael kors	0.18	0.01
skims	0.23	0.03	gucci	0.18	-0.02
crew clothing	0.23	0.04	dune	0.18	-0.08
cotton traders	0.22	-0.01	vans	0.18	0.02
stradivarius	0.22	0.03	tiffany & co	0.17	0.03
massimo dutti	0.22	-0.01	ted baker	0.17	0.01
rolex	0.22	0.01	burberry	0.17	0.01
barbour	0.22	0.02	jigsaw	0.17	0
adanola	0.22	0	claires	0.15	-0.05
deichmann	0.22	-0.06	weekday	0.15	0.03
anthropologie	0.21	0.02	hoka	0.15	0.01
liberty london	0.21	0.03	jean paul gaultier	0.15	-0.01
carhartt	0.21	-0.01	puma	0.15	0.01
under armour	0.21	-0.02	aybl	0.15	0.07
depop	0.21	-0.08	ernest jones	0.15	-0.01
Abbott Lyon	0.21	0.01	the north face	0.15	0
joules	0.21	-0.01	goldsmiths	0.15	0
calvin klein	0.2	-0.01	paul smith	0.14	-0.05



BE CITED,
NOT JUST
SEEN.

IS YOUR BRAND AI READY?

Imagine a platform that makes your product data citable by Google's LLMs. Metis future-proofs your brand, establishing you as a trusted source in the age of AI search.



Non-brand trend Leaderboard: Top 130

Product	% Change YoY	Search Demand Difference
summer dresses	22.03%	68,250
glasses	16.17%	59,987
black dress	20.44%	47,311
umbrellas	29.96%	40,379
card holders	25.00%	36,055
handbags	12.07%	35,050
shoes	7.23%	34,521
maxi dresses	15.56%	33,905
sunglasses	10.94%	33,328
cap	20.33%	32,992
running shoes	12.75%	31,208
cardigan	12.70%	31,082
watches	5.58%	29,421
sneakers	15.94%	28,500
prom dresses	3.43%	28,041
black tie dresses	25.86%	27,565
jeans	10.60%	26,542
blazer dress	11.50%	26,089
sandals	15.39%	25,901
sports bra	22.19%	25,352
trench coat	14.92%	25,178
scarf	12.62%	24,887
loafers	17.33%	24,320
peacoat	39.24%	23,091
going out tops	19.32%	22,484
leather jacket	11.47%	21,725

Product	% Change YoY	Search Demand Difference
gold ring	14.95%	21,673
prescription sunglasses	14.87%	20,402
waterproof jacket	18.99%	20,054
travel bag	20.12%	19,565
gym clothes	19.82%	18,918
flip flops	19.28%	18,666
bags for women	35.97%	18,491
joggers	14.68%	18,123
online shopping	11.64%	17,888
denim dress	13.70%	17,161
lace dress	43.44%	16,344
gold necklace	9.69%	16,227
mens slippers	3.70%	15,970
mens shorts	16.67%	15,932
trousers	15.44%	15,901
beach bag	14.52%	15,264
playsuit	22.62%	15,197
thong	19.42%	15,079
bomber jacket	9.49%	15,073
blouse	12.67%	14,317
shoulder bags	10.73%	13,706
gold earrings	6.88%	13,344
wide leg trousers	16.63%	13,080
work trousers	10.98%	13,042
formal dresses	13.23%	13,010
boat shoes	27.72%	12,930

Product	% Change YoY	Search Demand Difference
backpack	4.53%	12,895
mens jewelry	8.82%	12,744
designer sunglasses	16.94%	12,646
black bag	12.09%	12,613
school shoes	8.45%	12,525
backpacks for women	16.10%	12,114
wedding shoes	10.61%	11,996
work bags for women	39.93%	11,796
mens watches	5.58%	11,770
denim shorts	30.62%	11,496
boot cut jeans	20.17%	11,425
kids clothes	11.17%	11,181
mens boxers	8.66%	10,959
mens waterproof jacket	13.64%	10,758
prescription glasses	19.67%	10,564
t shirt	4.28%	9,981
baby clothes	5.40%	9,614
wedding dresses	1.37%	9,612
denim jacket	11.83%	9,391
yellow dress	12.81%	9,304
hiking boots	9.26%	8,912
stocking	1.65%	8,877
cowboy boots	5.19%	8,861
accessories	4.58%	8,782
fur coat	6.25%	8,592
cow print	170.29%	8,581

Product	% Change YoY	Search Demand Difference
cross body handbags	5.54%	8,570
baby boy clothes	7.23%	8,543
duffle bag	11.62%	8,537
hat	7.47%	7,749
holiday clothes	14.78%	7,498
mens swim shorts	8.03%	7,424
swimwear	8.50%	7,207
slacks	2.04%	7,159
heels	4.71%	7,041
jacket	5.96%	6,974
tie	9.43%	6,938
beach dresses	8.84%	6,860
satin dress	13.43%	6,802
low rise jeans	15.98%	6,621
flat cap	11.33%	6,598
pilates socks	117.15%	6,579
baseball cap	8.37%	6,488
silver earrings	5.37%	6,458
socks	5.77%	6,371
snood	2.64%	6,352
running trainers	3.29%	6,314
cufflinks	5.95%	6,248
gold hoop earrings	5.67%	5,983
fur hooded coat	13.12%	5,983
lace bodysuit	28.51%	5,886
dresses	3.55%	5,823

Product	% Change YoY	Search Demand Difference
pajamas	5.76%	5,819
flapper dress	26.56%	5,667
shirt	4.62%	5,626
polo shirts	6.55%	5,546
clutch bag	8.63%	5,440
a line dress	10.69%	5,356
bandana	11.84%	5,291
wedges	11.35%	5,207
sports shoes	1.66%	5,201
silver bracelet	5.45%	4,935
bralette	7.76%	4,863
baby clothes sale	4.00%	4,857
tights	6.93%	4,758
girls clothes	6.34%	4,670
swimsuits	13.59%	4,653
mens running shoes	10.93%	4,640
ladies purse	6.47%	4,638
corset dress	5.75%	4,622
leather backpack	9.56%	4,601
tops	6.48%	4,352
skirt	5.07%	4,192
bikini	1.09%	4,182
earrings	1.69%	4,126
workwear	6.89%	4,017
white bag	10.65%	3,985
basketball shoes	5.12%	3,920



VALIDATE
INVESTMENT.
OPTIMISE
BRAND
CAPITAL.

DID THAT CAMPAIGN WORK?

Imagine a platform that tracks demand lift from PR/TV. Metis validates high-cost brand investments by linking them directly to tangible increases in brand search volume.



MediaVision