

Behavioral **Barbie**

Discover, in 5 #GenuineData, the pink fever that took over the market.



The most famous doll made her way to the cinemas causing a sensation and demonstrating that she can definitely “do it all”: collaborations with brands, turning Google pink, and being the topic of conversation for everyone. Without a doubt, she has inspired us to be a part of this too! That’s why at Netquest, we’ve also gone pink and bring you some data obtained with the power of Behavioral data from our panels in Chile, Spain, and the United States.

Movie Barbie

- Our panelists couldn't wait, and **we discovered that 62% declared they had seen the movie within just the first 11 days of its release!**

Internet Barbie

- A leading doll on the internet as well, as the **number of panelists** who conducted a search for the terms "Barbie," "Barbie trailer," and/or the name of the famous Dua Lipa song "Dance the Night" **increased by 288%** following the movie's release.

Furthermore, the **search volume for the aforementioned terms** also **increased by 258%**.

Shopping Barbie

- The excitement of this phenomenon didn't go unnoticed by retailers, **as soon as the movie was available, the number of searches for "Barbie" gained strength within the top 3 in Spain and the United States.**

In the case of Chile, the number of searches for "Barbie" within the top 3 retailers remained the same in the days following the premiere.

	Top 3 Retailers			Increase in searches after the premiere
Spain	Aliexpress	Amazon	El Corte Inglés	200%
USA	Amazon	Ebay	Walmart	168%

YouTube Barbie

- We discovered that, in all three countries, **searches for the terms "Barbie," "Barbie trailer," or "Dance the Night" made on this platform, from 5 days before the movie's premiere to 11 days after it, grew by 260%, crowning "Barbie" as the most popular keyword with a 389% increase in searches during this same period.**

Undoubtedly, the significant impact of Barbie unveiled through the power of Behavioral Data is impressive! Discover what they can also do for your brand and dominate the market with our #GenuineData.

