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## Yext Releases Super Bowl Search Trends Research

### Many Businesses in the Host City and Around the United States See Search Spikes

NEW YORK, Jan. 17, 2019 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: Yext), the leader in digital knowledge management (DKM), released new research on how consumer search behavior changes during the Super Bowl. The data revealed that Google Search Views skyrocket in key verticals like food and hospitality in the lead-up to the big game — particularly in the host city.



This research focuses on trends in Minneapolis, home of the Super Bowl last year, to give an idea of what businesses in Atlanta, home of Super Bowl LIII, can expect when an influx of football fans come to town in February. It also looks at shifts in consumer behavior across the U.S. during Super Bowl weekend.

"Customers are searching for grocery stores, hotels, and sportswear during Super Bowl week, particularly in the host city," said Marc Ferrentino, Chief Strategy Officer at Yext. "This underscores the importance of providing perfect business information everywhere to bring in consumers when they're most interested in transacting. It's especially critical for brands to be in control of data like special hours, locations, events, and Super Bowl-related promotions

across the web in the weeks leading up to the big game in order to take advantage."

In the host city:

- **Grocery Stores See Rising Search Views:** As Minneapolis residents prepared to tailgate — or host friends at home for the big game — Google Search Views for markets and grocery stores in Minneapolis rose 14% week over week on the Friday before the Super Bowl, compared to a 6% lift nationally over the same period. Additionally, clicks-to-call for markets and grocery stores in Minneapolis rose 28% week over week on the Friday before the Super Bowl.
- **Host City Hotel Boom:** Driving directions for hotel & lodging businesses in Minneapolis rose 62% week over week on Super Bowl Sunday, compared to an 11% drop nationally over the same period.
- **Getting Cash For The Big Game:** Google Search Views for banking services in Minneapolis rose 8% week over week on the Friday before the Super Bowl, compared to a 20% drop the following Friday. Similarly, driving directions for banking services in Minneapolis rose 7% week over week on the Friday before the game.
- **Visitors Hit Sporting Goods Stores:** Google Search Views for sporting goods stores in Minneapolis rose 41% week over week on the Friday before the Super Bowl, likely indicating Super Bowl attendees are picking up sportswear for game day. Similarly, sporting goods store website clicks in Minneapolis rose 250% week over week on the Friday before the Super Bowl.
- **Eating In On Super Bowl Sunday.** With people attending Super Bowl parties or the big game, Super Bowl Sunday itself is not a big day for eating at restaurants. Google Search Views for restaurants in Minneapolis dropped 25% week over week on Super Bowl Sunday, compared to a 29% lift the following Sunday. Similarly, website clicks for restaurants in Minneapolis dropped 54% week over week on Super Bowl Sunday, compared to a 39% lift the following Sunday, and driving directions for restaurants in Minneapolis dropped 9% week over week on Super Bowl Sunday.

The Super Bowl doesn't only impact the host city, however. A huge national event, the game has ripple effects all over the country as Americans tune in or go to Super Bowl parties.

Around the country:

- **Fans Nationwide Grocery Shop the Week Before the Super Bowl:** Search Views for markets and grocery stores around the country are 6% higher in the week leading up to the Super Bowl week-over-week, as fans prepare to host Super Bowl parties.
- **Fans Will Stock up on Drinks for Super Bowl Sunday.** Google Search Views for bars, pubs, and liquor stores in Minneapolis dropped 10% week over week on Super Bowl Sunday — but there was a 34% lift nationally over the same period. Looks like football fans outside of Atlanta will be watching at the bar — or at least stocking up to host a party at home.
- **...But Not On Sportswear:** While Google Search Views for sporting goods stores in Minneapolis rose 41% week over week on the Friday before the Super Bowl, they dropped 10% nationally over the same period. Since only two teams make the Super Bowl, fans of the other 30 might not see a reason to stock up on sportswear in February. But hey, there's always next year, right?

**About Yext**

[Yext, Inc.](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Our mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses including brands like Taco Bell, Rite Aid, and Steward Health Care use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Place to Work® as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, San Francisco, Shanghai, Tokyo and the Washington, D.C. Area. For more information, visit [yext.com](http://yext.com).



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