

Russell 3000 search-demand history

Entity-mapped Google Trends interest for US-listed equities, point-in-time, with a live preview API. Ticker in, weekly 5-year series out.

Ticker-keyed

Mapped to US-listed equities

Weekly

5-year history per series

0–100

Native Google interest index

Preview API

JSON, Bearer or key auth

PRODUCT

What this is

A single, narrow slice of FlatNine's Google Trends search-demand history (see data overview for the full dataset): the universe is filtered to the Russell 3000 and each series is keyed to a US listing ticker. The keyword-to-entity mapping institutional users normally have to build themselves is already done. A read-only preview API is exposed so a desk can pull a single ticker and validate the data on its own infrastructure before any commercial conversation.

DATASET

Coverage and shape

Each entry is a single US-listed equity mapped to one Google Trends search-demand series. Initial preview scope is the S&P 500 seed (~80% of Russell 3000 market cap); full R3000 expansion is delivered against the client universe on engagement.

503

Tickers mapped (preview scope)

~80%

R3000 market cap covered by seed

5 yr

Weekly history per series

Weekly

Native cadence

0–100

Google relative interest index

US

Initial market scope

Dual-class shares merged (GOOGL/GOOG, FOXA/FOX, NWSA/NWS)

Sector & industry tagged

Company name normalised

Per-ticker fields

Identifier & mapping

One row per ticker.

FIELD	DESCRIPTION
ticker	US listing symbol
company_name	Normalised issuer name
sector	GICS-style sector
industry	GICS-style industry
trend.term	Search query mapped to the issuer
trend.region	ISO-3166 country code (US)
trend.last_refreshed_at	ISO-8601 last refresh time

Time series

One row per ticker x week.

FIELD	DESCRIPTION
series.source	Constant: google_trends
series.interval	Constant: weekly
series.history	Constant: 5_years
series.normalization	Google relative interest, 0–100
series.point_in_time	Snapshot delivered from engagement start; no look-ahead
series.data[].date	Week-start date (YYYY-MM-DD, UTC)
series.data[].unix_ts	Week-start Unix timestamp
series.data[].interest	Google interest index, 0–100

API

Preview endpoint

JSON over HTTPS. Two endpoints: list the mapped tickers, or fetch one ticker's full series. Read-only and rate-limited. Production delivery (full R3000, multi-market, bulk extract) is delivered to S3 / SFTP, not through this preview endpoint.

Base URL

BASE `https://treendly.com/api/r3000`

Authentication

Send the preview key as a Bearer token, or as `?api_key=` for quick testing:

```
# Bearer header (preferred)
Authorization: Bearer YOUR_KEY

# or query parameter
?api_key=YOUR_KEY
```

Endpoints

GET `/api/r3000`

list ticker → trend mappings

GET `/api/r3000/{ticker}`

single-ticker 5-year weekly series

Example: list mappings

```
curl -H "Authorization: Bearer $FLATNINE_KEY" \
https://treendly.com/api/r3000
```

```
{
  "collection": "Russell 3000",
  "scope_note": "Initial scope: S&P 500 (~500 tickers). Full R3000 expansion delivered against client universe on engagement.",
  "ticker_count": 503,
  "with_data": 498,
  "source": "google_trends",
  "tickers": [
    {
      "ticker": "AAPL",
      "company_name": "Apple Inc.",
      "sector": "Information Technology",
      "industry": "Technology Hardware, Storage & Peripherals",
      "search_term": "apple",
      "region": "US",
      "has_data": true
    },
    // ... 502 more
  ]
}
```

Example: single ticker

```
curl -H "Authorization: Bearer $FLATNINE_KEY" \
https://treendly.com/api/r3000/AAPL
```

```
{
  "ticker":      "AAPL",
  "company_name": "Apple Inc.",
  "sector":      "Information Technology",
  "industry":    "Technology Hardware, Storage & Peripherals",
  "trend": {
    "id":        412903,
    "term":      "apple",
    "region":    "US",
    "last_refreshed_at": "2026-05-19T03:14:00+00:00"
  },
  "series": {
    "source":    "google_trends",
    "interval":  "weekly",
    "history":   "5_years",
    "normalization": "google_relative_index_0_to_100",
    "point_in_time": "snapshot delivered from engagement start; no look-ahead",
    "pending_refresh": false,
    "point_count": 261,
    "data": [
      { "date": "2021-05-23", "unix_ts": 1621728000, "interest": 42 },
      { "date": "2021-05-30", "unix_ts": 1622332800, "interest": 39 },
      // ... 259 more weekly observations
    ]
  }
}
```

Response codes

STATUS	MEANING
200	OK
400	Malformed ticker (must match <code>^[A-Z]{1,5}(\.[A-Z]{1,2})?\$</code>)
401	Missing or invalid key
404	Ticker not in current preview mapping

METHODOLOGY

How the data is built

- **Entity mapping:** each ticker is bound to a Google Trends search term mapped to the issuer, not the raw symbol. Dual-class shares (GOOGL/GOOG, FOXA/FOX, NWSA/NWS) are merged onto the canonical issuer trend.
- **Native Google index:** values are the raw 0–100 relative interest index Google returns; no proprietary smoothing, scaling or signal engineering.
- **Weekly cadence,** 5-year rolling window per series, refreshed continuously.
- **Point-in-time:** snapshots are versioned from the engagement start so backtests do not see data that did not exist at the bar.
- **Provenance documented:** source (Google Trends), term, region and refresh timestamp travel with every series.
- **No consumer PII:** aggregate search index only.

Delivery beyond the preview

- **Full Russell 3000** expanded against the client's investable universe on engagement.
- **Bulk extract:** CSV / JSON / Parquet via S3 or SFTP, point-in-time history at full length.
- **Incremental delivery:** weekly updates on the same channel; backfill on request.
- **Per-client API keys** with rate limits for production read access.

USE CASES

What a research desk does with this

- **SIGNAL** **Search-demand factor** at the single-name level: weekly entity-mapped interest as an input to demand and revenue nowcasts.
- **SIGNAL** **Cross-validation** of card, web-traffic and app panels with a fully independent demand series.
- **COVERAGE** **Universe widening:** small- and mid-cap R3000 names where card and web-traffic panels are too thin to model.
- **COVERAGE** **Consumer-discretionary and brand-led** issuers where named search demand leads reported revenue.
- **BACKTEST** **Point-in-time history** from engagement start, no look-ahead, for clean factor research and event studies.

- **MAPPING** **Entity work already done:** ticker keyed, dual-class shares merged, sector and industry tagged; ready to join to your security master.
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ACCESS

Getting the data

Delivered by API or bulk export (CSV, JSON, Parquet, S3), with history and refresh cadence agreed per engagement.
