

COVID-19 AND DIGITAL ADVERTISING

IN-APP USAGE INCREASES AS CONSUMERS ADJUST TO WORKING FROM HOME



JUN GROUP

MOBILE USAGE



60%

Consumers are spending **60%** more time in gaming and entertainment apps

(JUN GROUP 2020 Data)



77%

77% of people working from home play mobile games "several times a day"

(JUN GROUP 2020 DATA)



+75%

75% increase in mobile gaming data usage each week

(Verizon)



+25%

25% increase in U.S. mobile game downloads in the last month

(IronSource)



+6%

6% increase in consumer engagement within rewarded video ads

(IronSource)

SHOPPING BEHAVIORS



+26%

Increase in first-time online grocery pickup purchasers

(GroceryDive)

+62%

In-store sales for CPG products increased 62% in the week ending 3/15/20, compared to the same week in 2019

(GroceryDive)

IMPACT OF INFLUENCERS



+22%

Instagram campaign posts have generated 22% more impressions in Q1 2020 vs. Q4 2019

(Clearslide)



+76%

Increase in daily likes on Instagram posts with #ad

(Clearslide)

