

COVID19 CONSUMER INSIGHTS – AUSTRALIA

Impact of COVID19 on in-app usage and footfall visits across the nation

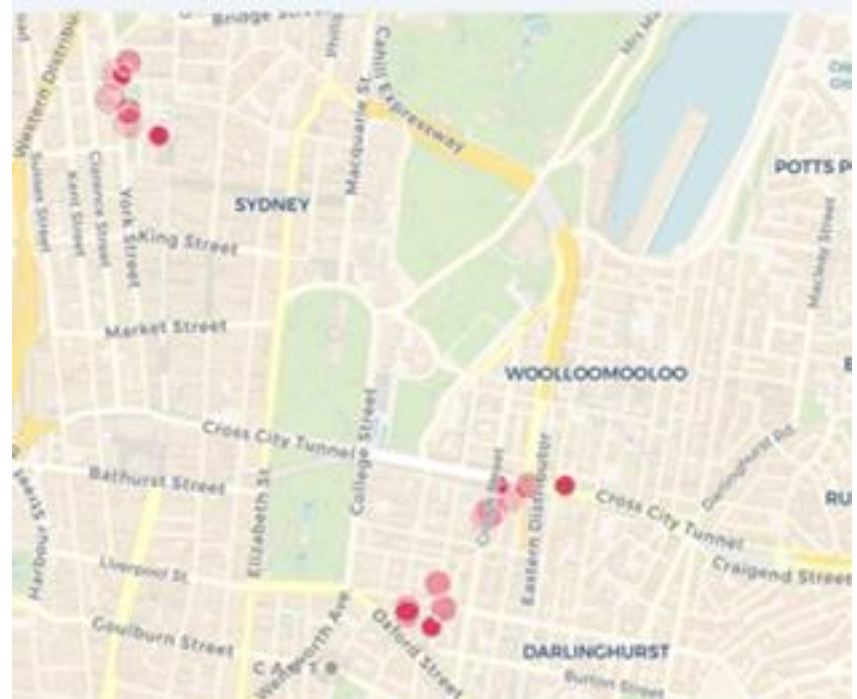
Footfall patterns across the nation show a decline

Social distancing means reduction in footfall at public areas such as business parks and transport hubs¹

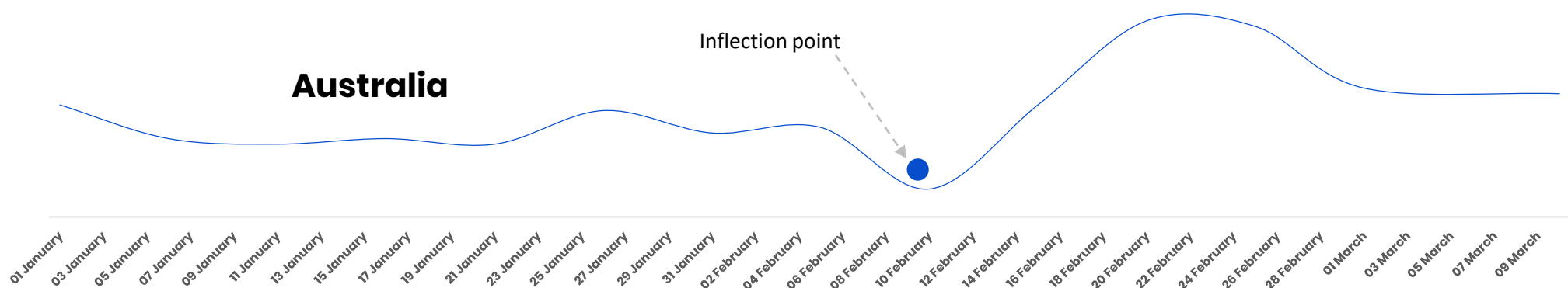
Week 2
Feb 2020



Week 2
Mar 2020



Consumers have resorted to their mobile phones to find solace in times of the pandemic¹



All major POIs witness a downward trend in footfall patterns¹

Week 2
Feb 2020

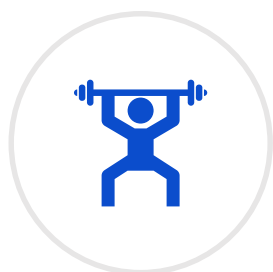
v/s

Week 2
Mar 2020



Tech Parks and Business Complexes²

↓ 36%



Gyms, Parks and Fitness Centres

↓ 40%



Arcades and Amusement Parks

↓ 65%



Restaurants, Pubs and Eateries

↓ 31%



Schools, Colleges and Universities

↓ 39%

For more details, please reach out to us at ix-anz@inmobi.com

Reach your consumers stuck at home with the right solutions to help them deal with the pandemic

People are using mobiles to



Entertain themselves



Research about Covid-19 online



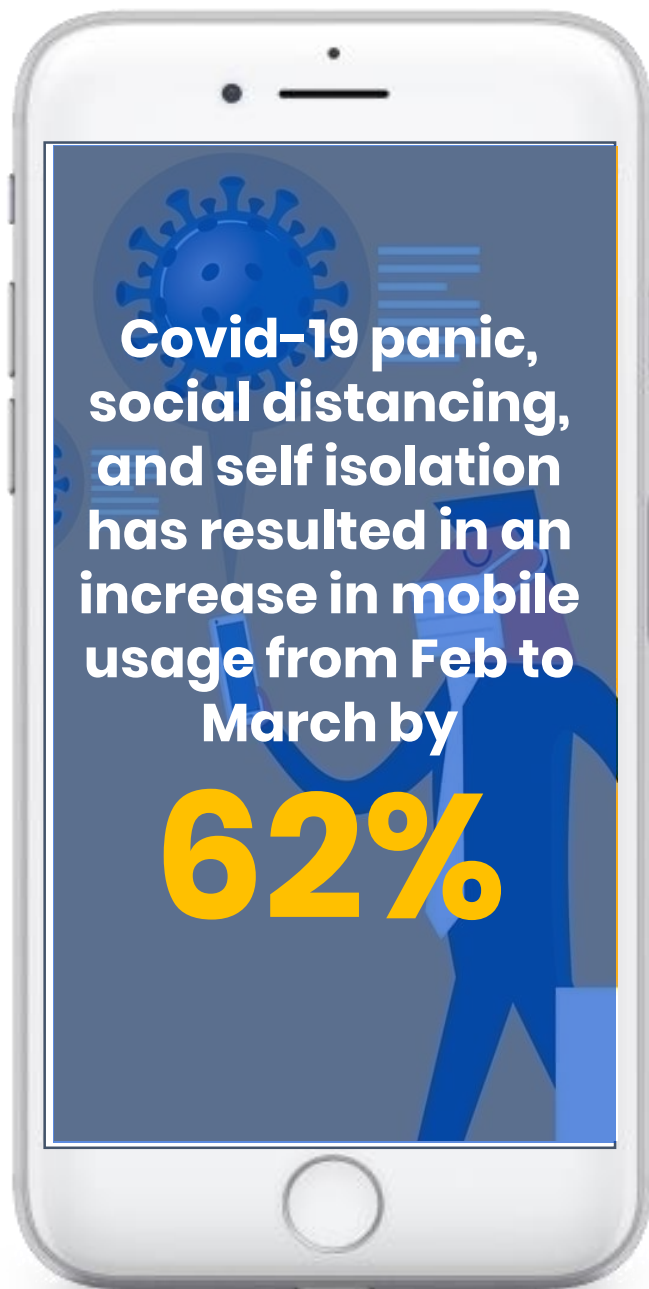
Connect with their loved ones



Order food and groceries



Work remotely



Top app categories witnessing a surge in traffic¹

Week 2
Feb 2020

v/s

Week 2
Mar 2020



Gaming

↑ 73%



Social Media

↑ 211%



News

↑ 78%



Lifestyle

↑ 113%



Books & Comics

↑ 178%

Develop a deeper understanding of your audiences and their changing consumer behavior with our Audience Intelligence and reach the right customers using InMobi Custom Audience Packages

Business Park Employees

Dining Out Regulars

Fitness Enthusiasts

Upscale Apartment Residents

Students

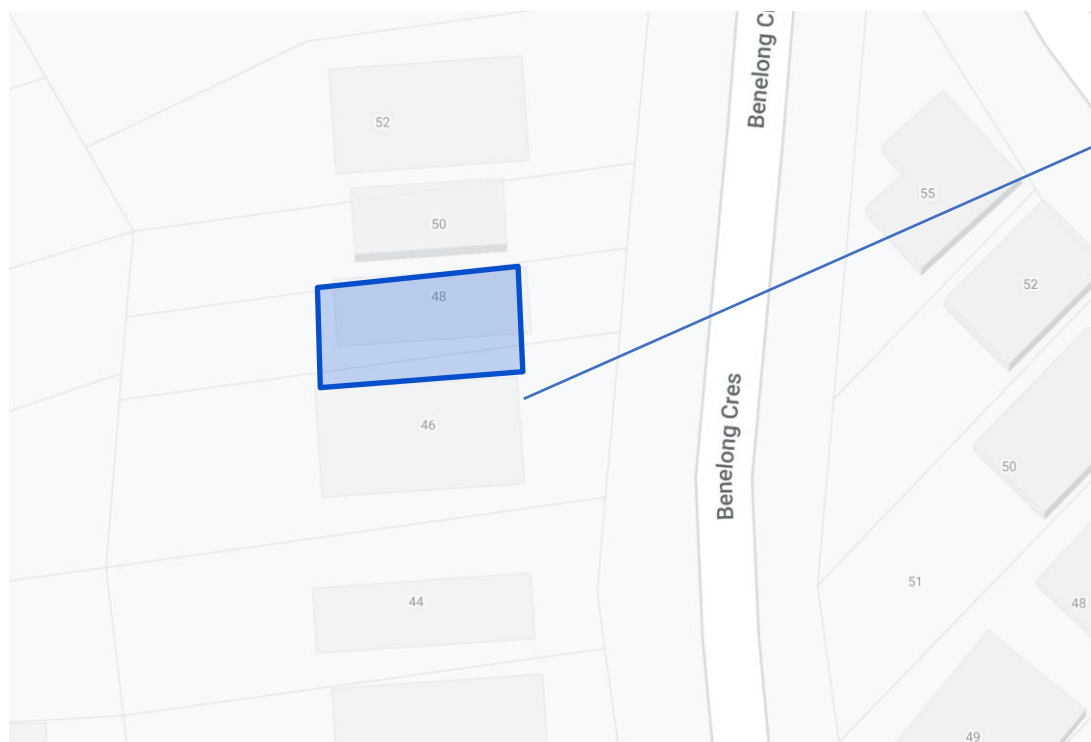
Supermarket Visitors

Entertainment Enthusiasts

Gamers

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3 devices Located within this residence:

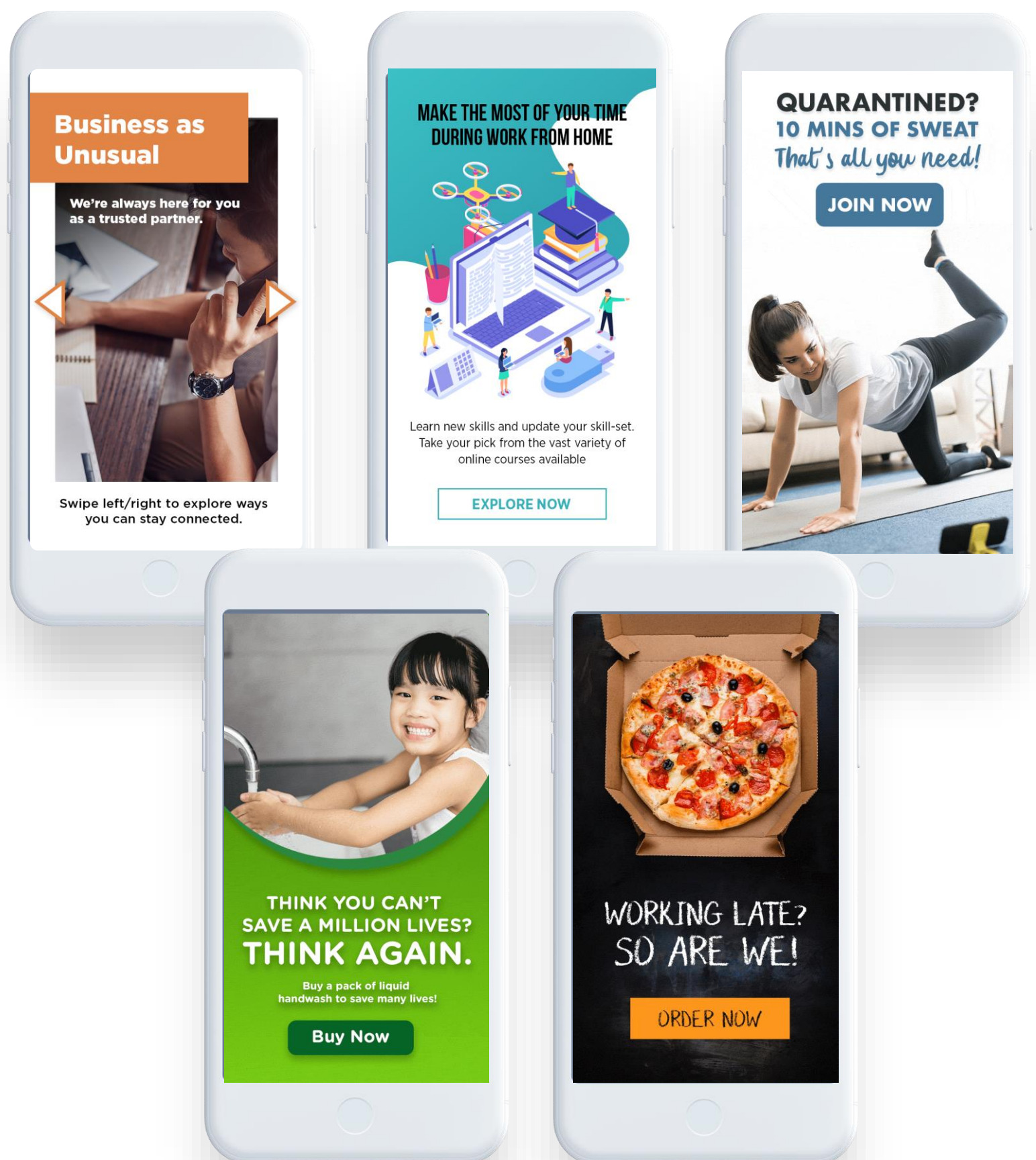
- 1. Female Millennial**
- 2. Male Millennial**
- 3. Student**

Engage consumers who are:

- **Increasingly on Gaming & News Inventory**
- **Regularly engaging with Video & Interstitials**
- **Active through mid-morning and late evening**



Combine the understanding of your audiences with immersive creative to capture consumer attention



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Sources:

1. InMobi Network Insights | 2. Graphic above