

Reactions to a Pandemic in a Connected World

COVID-19 Consumer Insights: Australia – Part 2
Jan 25 to Apr 12

Powered by

inMOBI Audience Intelligence

About this Report

The following report is based on a detailed analysis of the data available from the InMobi Audience Intelligence platform that powers our segmentation and targeting capabilities for marketers and advertisers across the globe.

- This report analyses aggregated data signals from the 25th of January, when the first case of Covid-19 was reported in Australia, to the 12th of April.
- The analysis unravels unique location trends across the country through data signals from places of interest or polygons (created by InMobi for over 87,000 locations across ANZ).
- The analysis investigates change in in-app behavior of consumers from the 25th January to the 12th of April.

Content

- **The COVID-19 Impact in Australia**
- **Footfall Trends:** Effects of COVID-19 on the lives of consumers
 - Grocery Stores and Supermarkets
 - Hospitals
- **App Usage Skyrockets:** Apps rule the roost as consumers take to their mobile



Footfall Trends

How has footfall in public places changed in this period?



Footfall across major places of interest in Australia



↓ 22%

Supermarkets and grocery stores witness an initial increase followed by a decrease in footfall

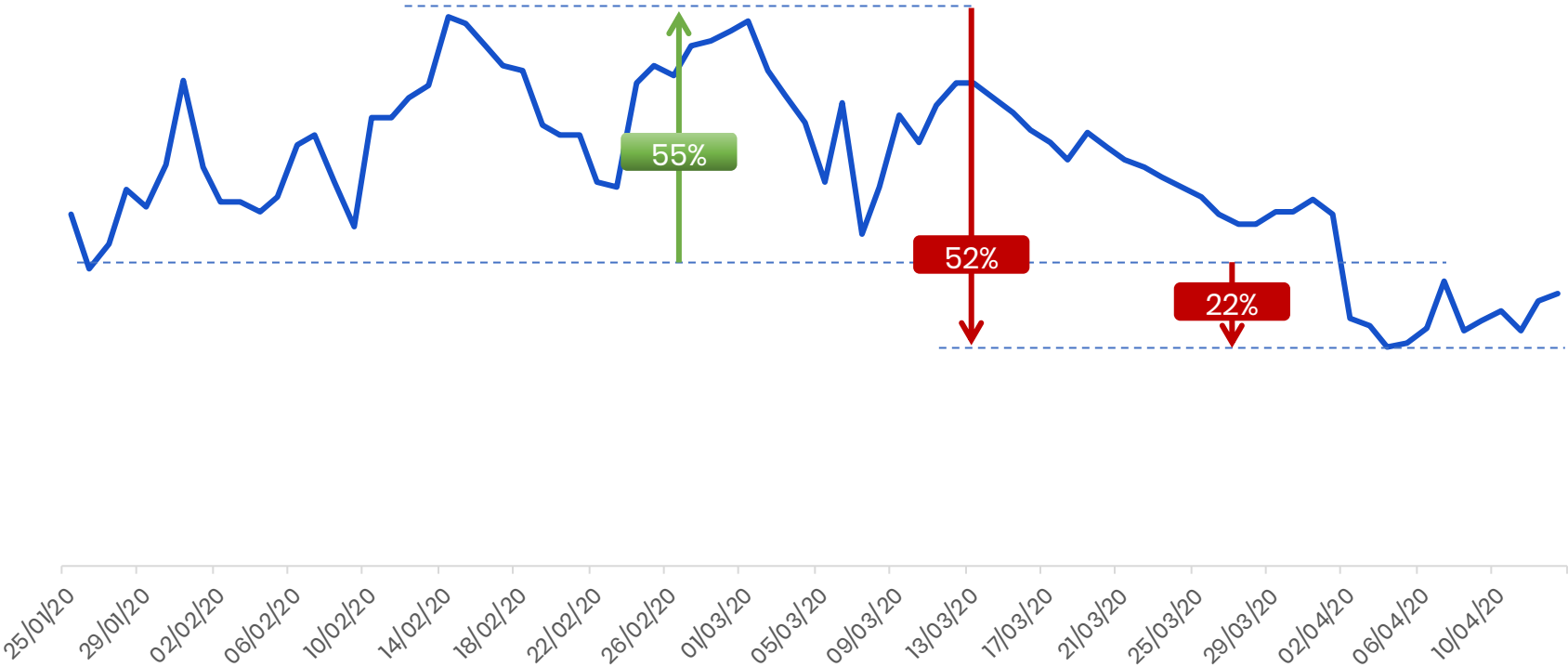


↑ 24%

Hospitals witness erratic footfall patterns as on one hand, more Covid-19 patients rush to medical centres, on the other, others avoid hospitals at all costs



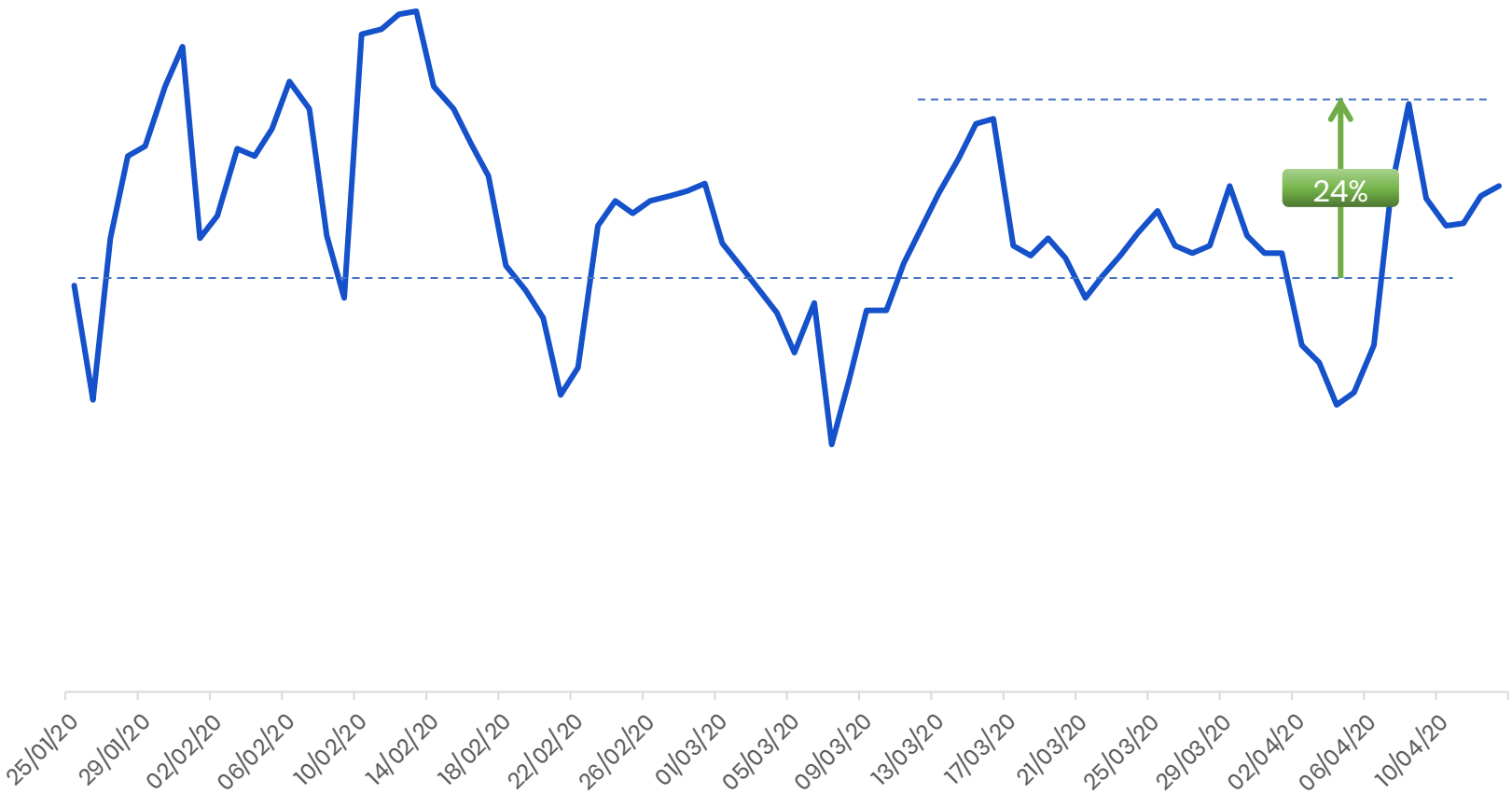
Supermarket & Groceries Visits



Highlights

While initially increasing as people rushed to supermarkets to hoard essentials, supermarket visits are now witnessing a decreasing trend as people are practicing social distancing and self isolation, only stepping out when necessary, making lesser trips but buying more per trip.

Hospital Visits



Highlights

While coronavirus has placed huge demands on hospitals in Australia, it has also led to non-Corona patients trying to avoid medical facilities at all costs

App Usage Skyrockets

How has content consumption changed in this period?

Consumers take to their mobiles as they seek information, news, entertainment, and scourge for unique ways to engage themselves in times of social distancing.



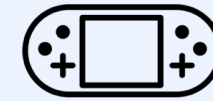
Social apps see a **181% surge** in usage



Dating apps usage **grows by 100%**



Music apps see **70% growth**



Gaming apps usage **grows by 57%**



Health and Fitness apps see **223% growth**



Shopping apps see a **62% surge** in usage

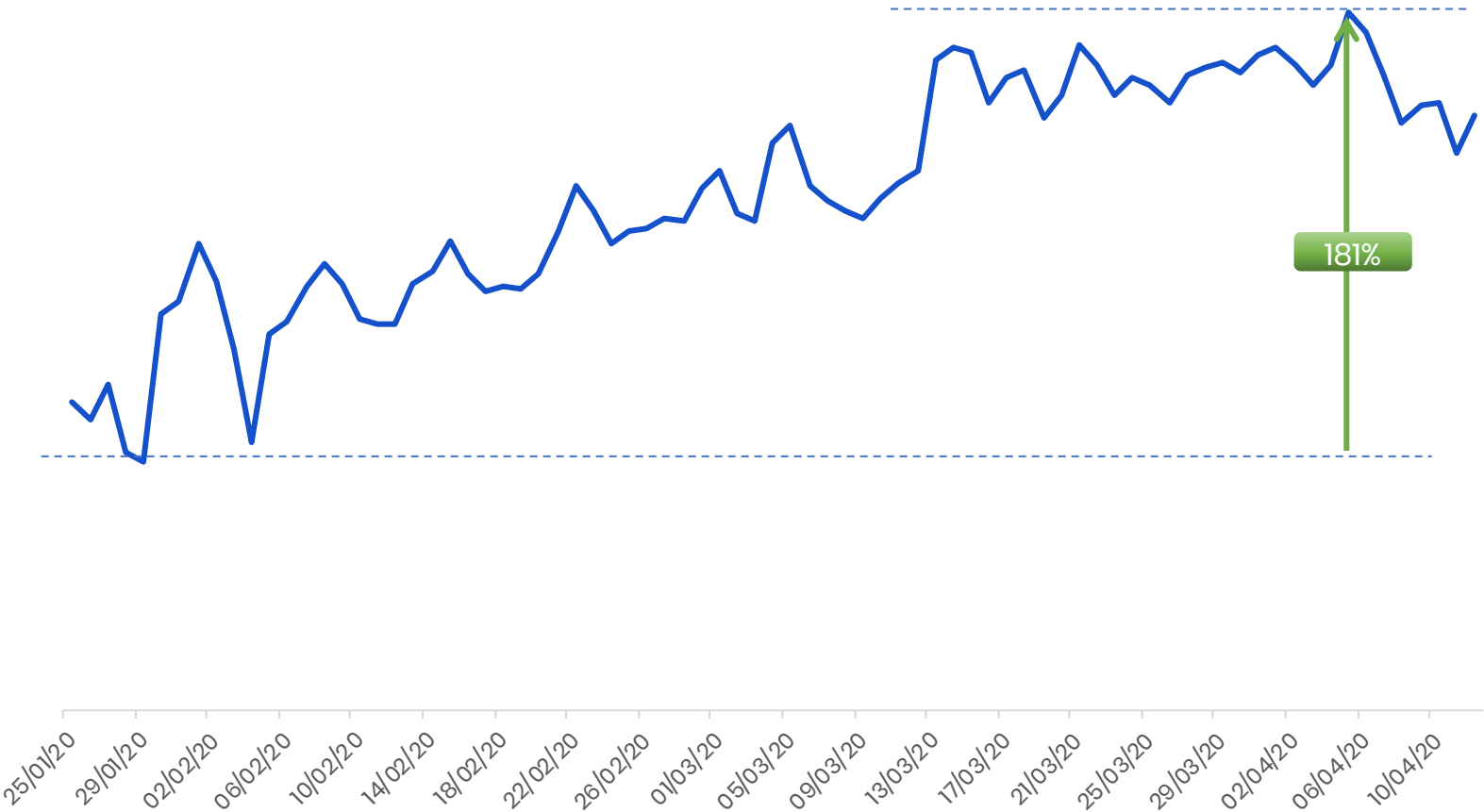


Productivity apps see **44% growth**



Travel/Booking app usage **overall decrease by 32%**

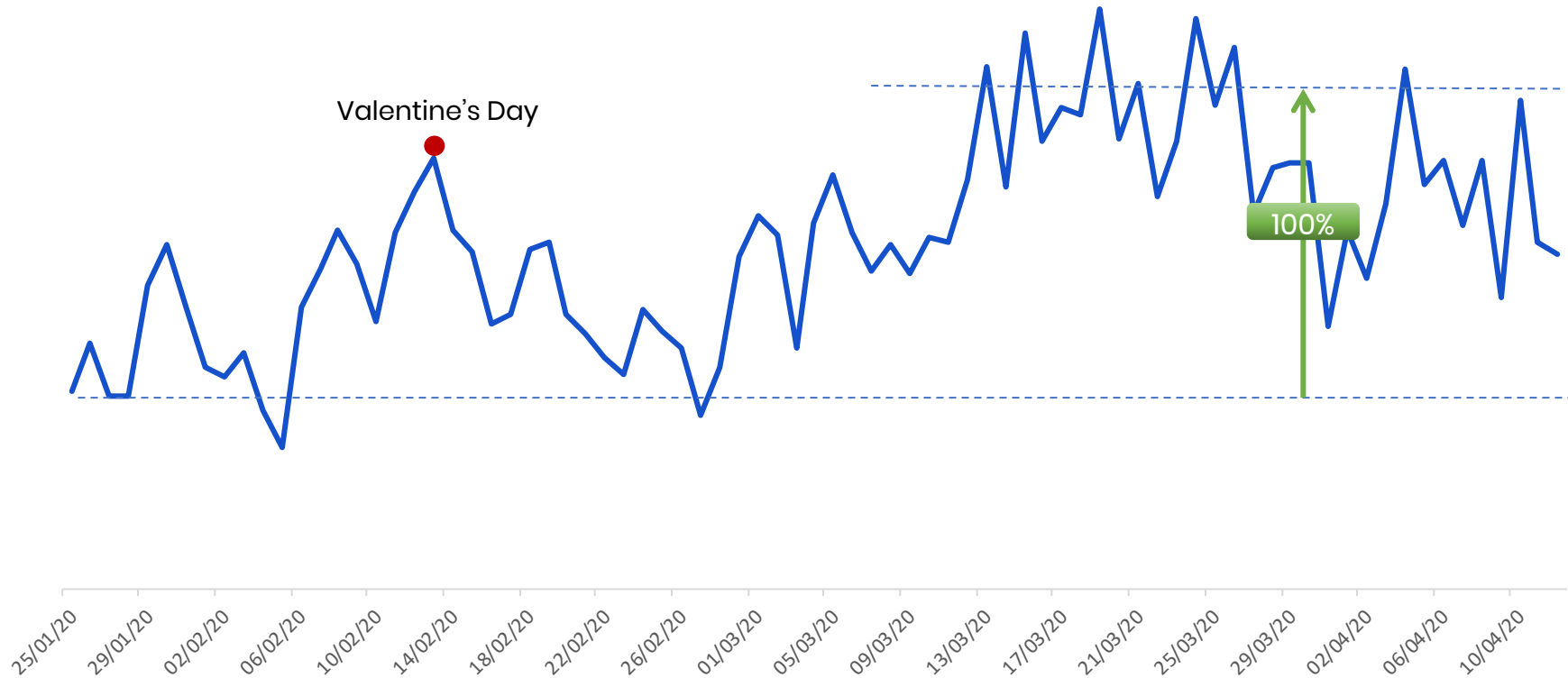
Social Apps



Highlights

Social App Usage has seen a huge increase right after initial cases emerged in Australia, peaking temporarily around Valentines Day following a dip, and then entering into a constant increase as people social distance and indulge in social activities digitally.

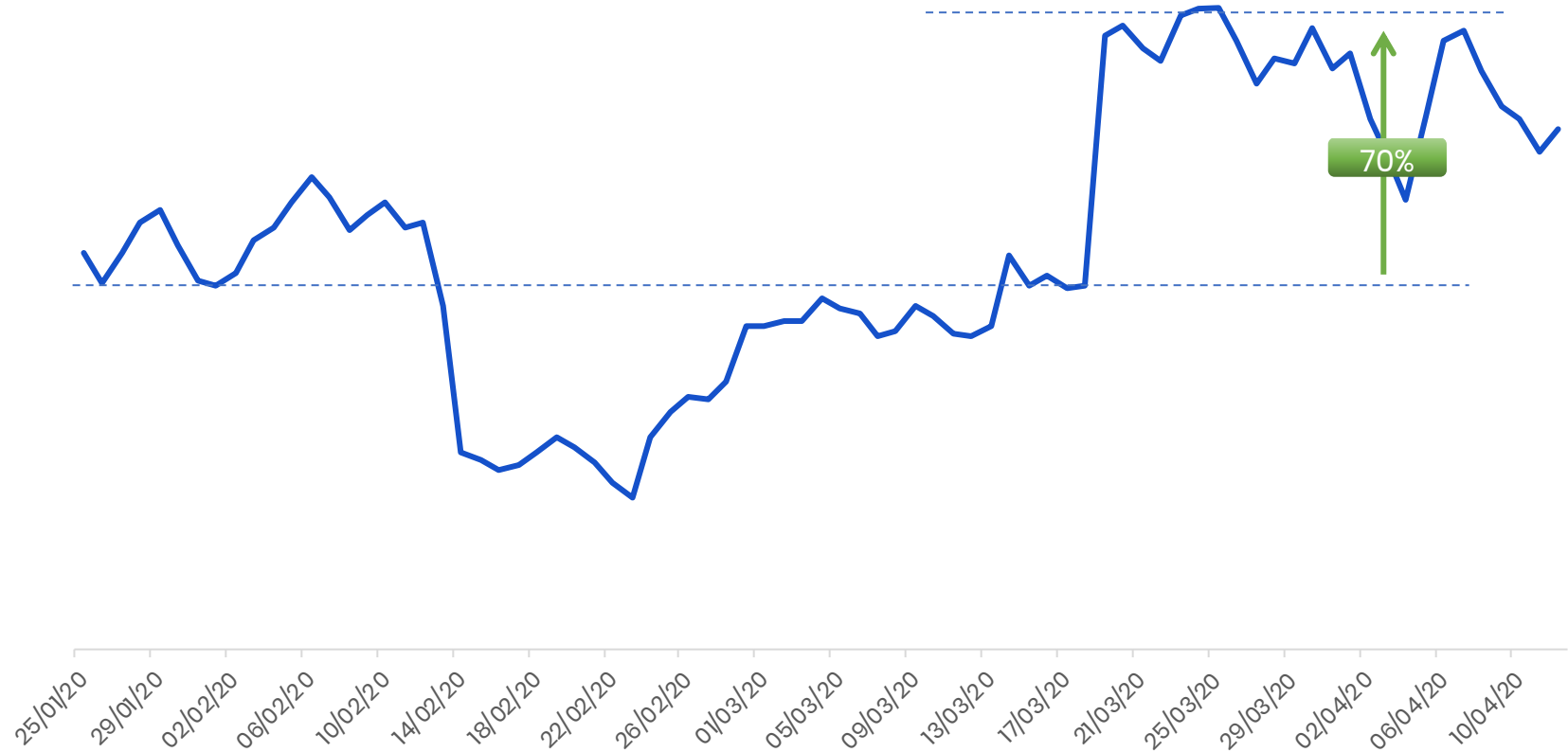
Dating Apps



Highlights

Along with social distancing promoting digital networking, it also drove a surge in online dating as apps become the new space for people to meet and connect with prospective romantic interests.

Music Apps

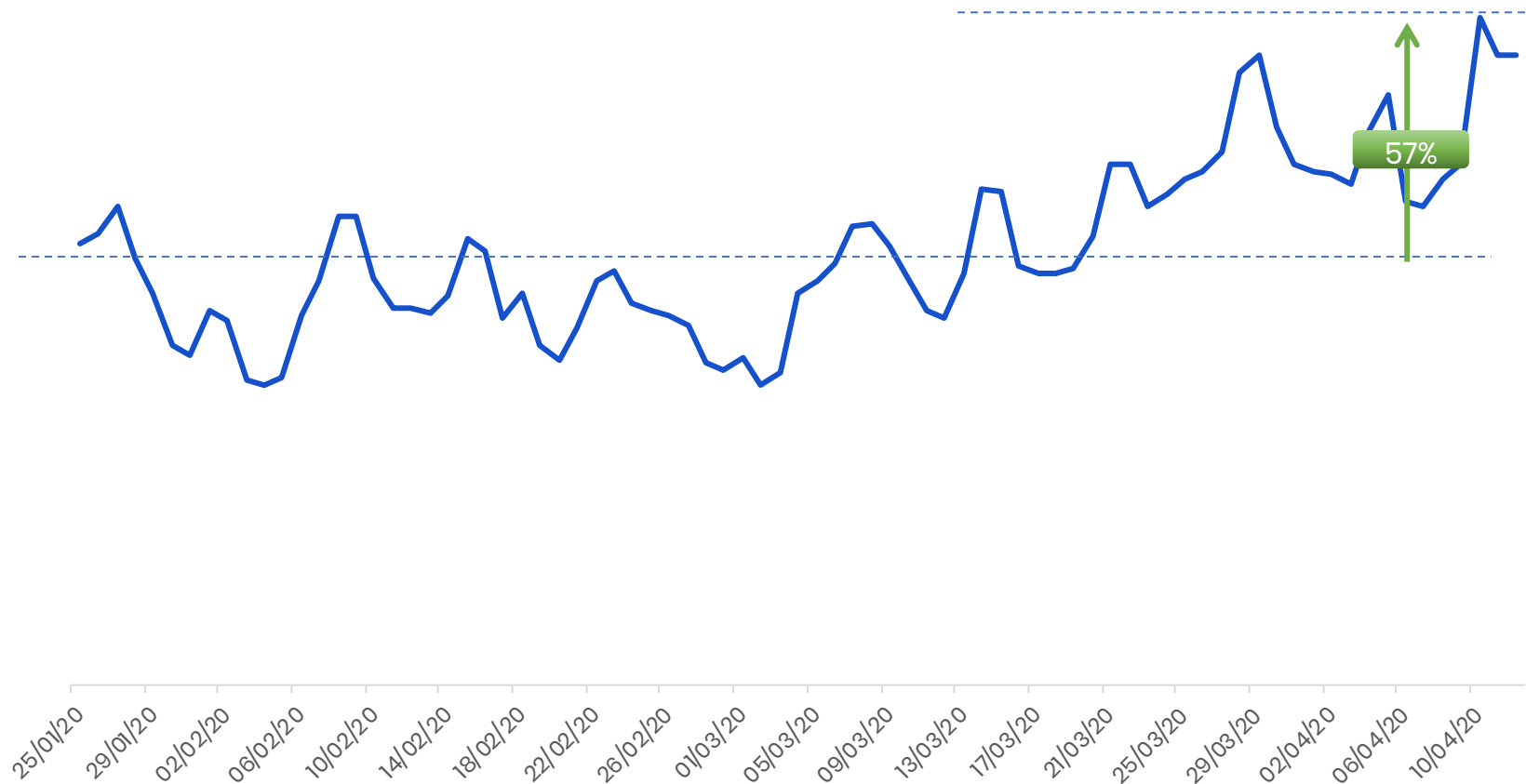


Highlights

Housebound users have taken to music apps like never before.

Music apps as a category have seen a significant increase in usage as people tune into radio and podcasts to cut through the monotony of the day and add to their daily dose of entertainment.

Gaming Apps

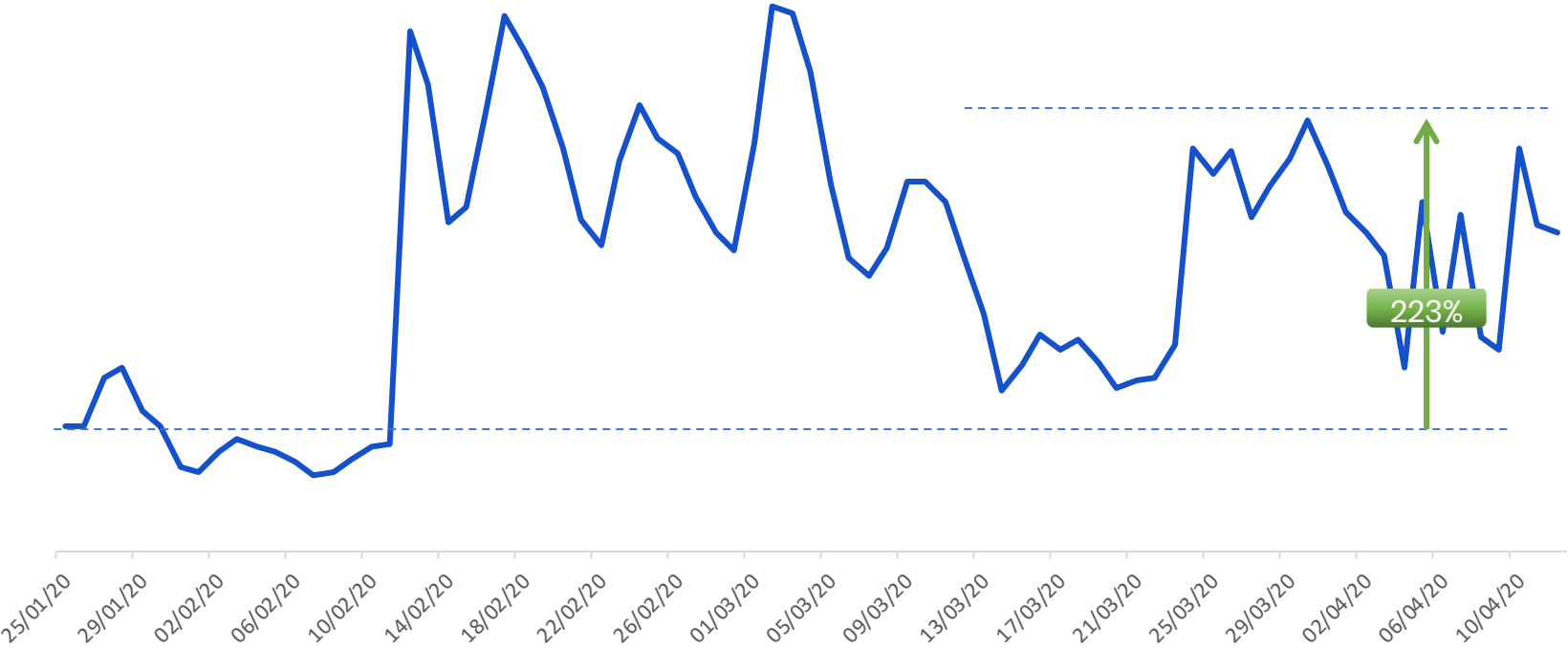
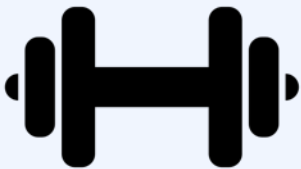


Highlights

Mobile gaming in Australia witnessed a consistent increase, as people increasingly substituted their outdoor time with screen-time, indulging in both heavy and casual gaming

Top categories include arcade, adventure, board and card games.

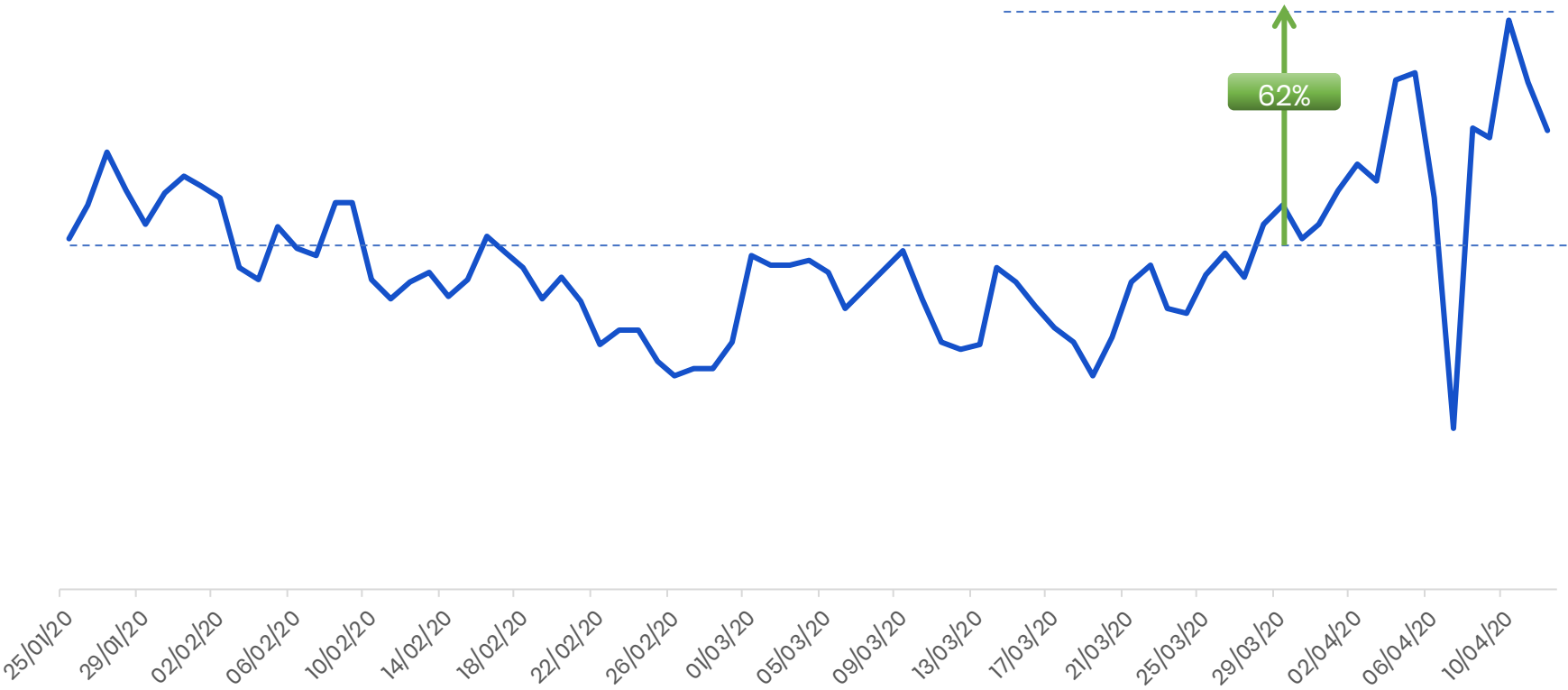
Health Apps



Highlights

While footfall in gyms and fitness centres decreased due to the pandemic, people’s concerns about their health and immune system remained, making them substitute their daily out of home workouts by engaging in calorie counting and healthy eating, at home workouts, and walks and jogs. As a result, usage of health apps such as food trackers and pedometers can be seen to increase

Shopping Apps

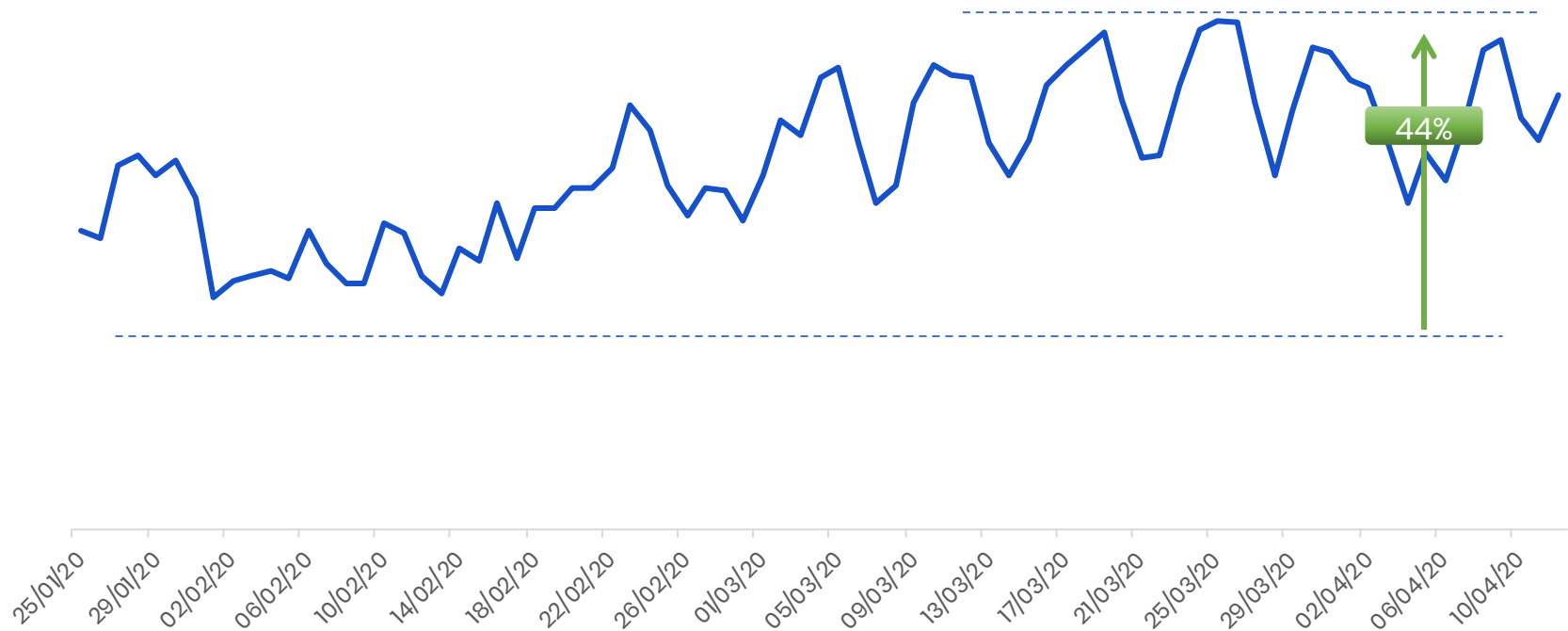


Highlights

As more people turn to e-commerce to fulfil their shopping needs, online shopping apps witness a surge in traffic.

The main contributors to this surge are e-commerce apps, coupled with apps helping people get discounts and steal deals.

Productivity and Business Apps

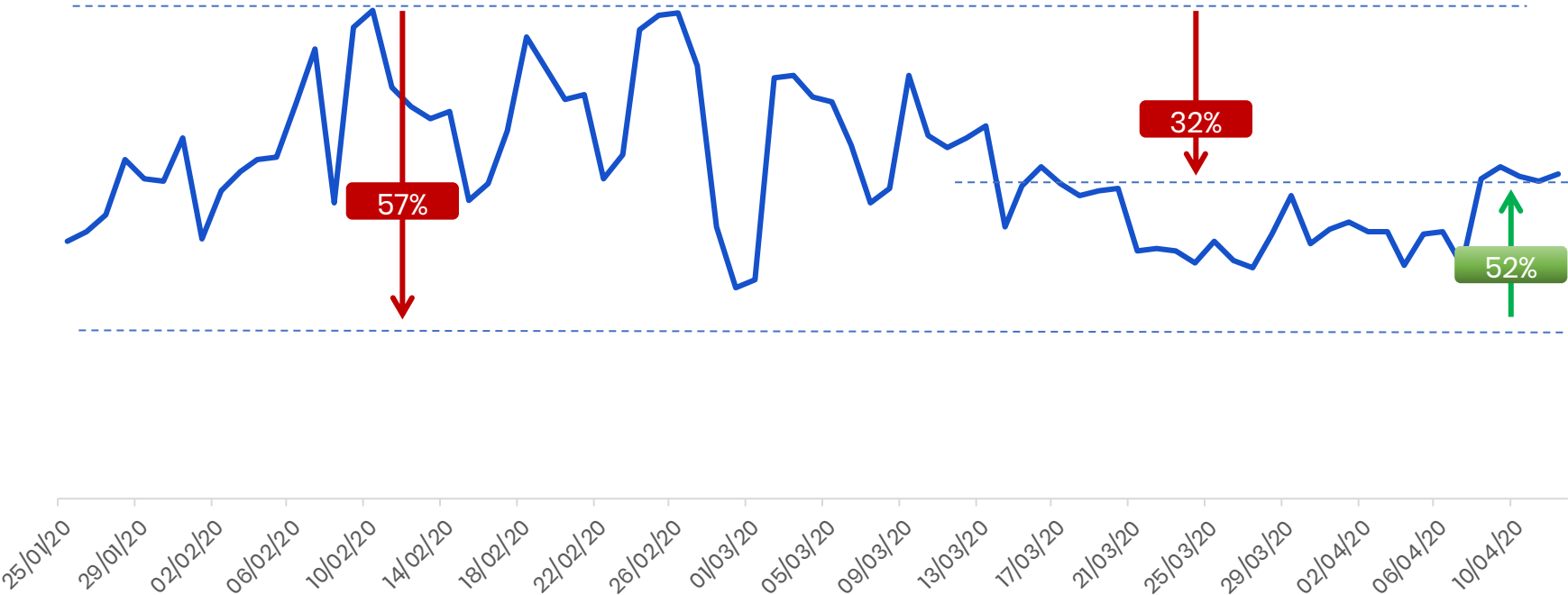


Highlights

Productivity and Business apps have shown a sharp increase in usage as more people are choosing to work from home, with periodic dips on the weekends.

Key contributors include communication apps, time management apps, alarms and scanner apps.

Travel Apps



Highlights

With new travel restrictions and international travel on the hold, the usage of travel apps witnessed a sharp fluctuating decrease.

Post an initial fall, however, travel app usage was seen to first stabilize and then increase slightly as people may be looking to plan for future travels



Unique Data Signals

SDK data that delivers the richest “truth-set” of consumers (location, app level data, and offline and online behavior).



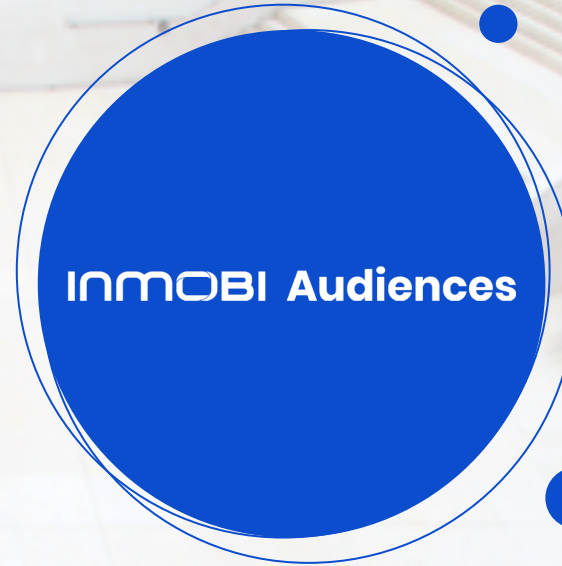
Accuracy at Scale

Audiences created using advanced AI that preserves quality of data while delivering global scale.



Always-on

500+ ready to use audiences, relevant and reflective of changing consumer behavior



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

InMobi Marketing Cloud

