

**INMOBI**

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# Impact of COVID-19: CPG Marketing

with Matt Kaplan and Jeremy Huber



# Welcome!

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- **Logistics:** 30 minutes, questions at the end, you will get a recording and a copy of the slides
- **Purpose:** to better understand consumer behavior and the role of mobile for CPG brands in these unprecedented times

# What We'll Discuss Today

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- **Speakers and Data Source**
- **Overview of the Data**
  - What Behavior is Changing
  - Who is Changing Behavior
  - App Install Trends
- **CPG Industry Overview**
  - Current State of CPG
  - How CPG Brands are Pivoting
- **Predicting What's Next**
- **Questions**

# Speakers

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**Matt Kaplan**

Content Marketing  
Manager at InMobi



**Jeremy Huber**

Head of Intelligence Solutions, N.A. at  
InMobi

# InMobi Intelligence Solutions: Data Overview

Observed: Who, What, When and Where



### 1st-Party Carrier Data

32 Million Person Panel  
24/7 Mobile Behaviors  
Mobile Website Visits  
App Install, Usage, Uninstalls  
Location Signals (600+ daily pings)  
*Currently U.S. Only*



### App SDK Data

GPS Location Signals  
App and Device Usage  
O/O apps + SDK

Stated: Why



### Stated Data (Survey)

from 1.3 billion users globally  
across 30,000+ partner apps.  
*270MM in the U.S - 5,000 partner apps*



Experian-verified data  
deterministic demographic and  
psychographic segments



# What behavior is changing right now?



**63%** of consumer have **increased spending in some way** — even more so among younger generations (**67% for those 18-35**)



Consumers are **spending more** on groceries (**40%**) and household care items (**18%**), followed by entertainment (**8%**)



**50%** of consumers are **shopping online more frequently**, buying groceries (**17%**) and household care items (**11%**) this way

# What behavior is changing right now?



According to the survey, **88%** of consumers have **changed their grocery buying behavior** since the pandemic began

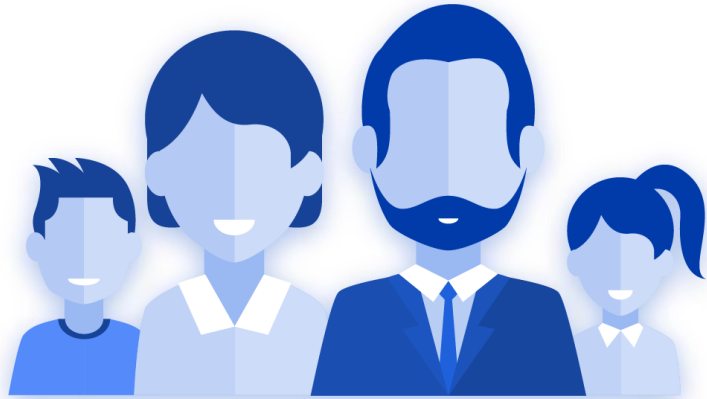


**83%** of consumer have **decreased spending in some way**

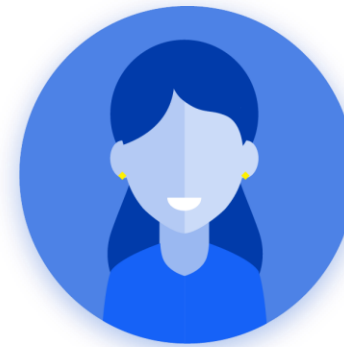


In March, over a third (**35%**) of consumers expected their shopping, entertainment or personal behaviors **to be impacted by COVID-19** for the next two or three months

# Who is changing their buying behavior?



Households with kids are **shopping significantly more across almost all categories** compared to households without kids; for those with children, a larger share have increased spending overall (**69%**), particularly on groceries (**43%**), household care items (**22%**) and entertainment (**10%**)



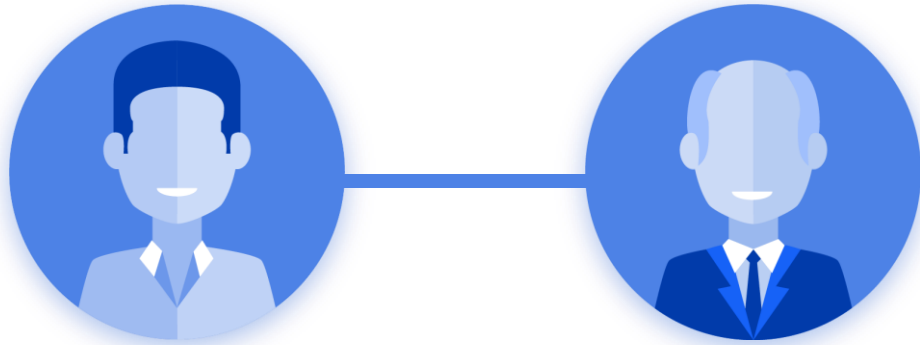
VS



In April, **43%** of women report spending more on groceries, while **19%** say they are spending more on household care items and **6%** say they are spending more on beauty and personal care items



# Who is changing their buying behavior?



A significant proportion of consumers **between the ages of 35 and 56** report spending more on groceries and household care items



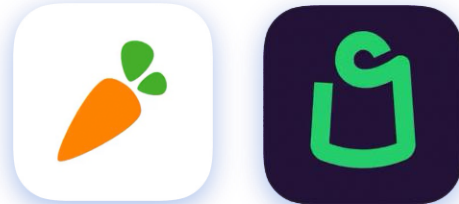
Consumers age 18-25 are **generally more likely to have increased spending, compared to other age groups**, on entertainment (**18%**) and Wi-Fi/ data plans (**13%**)

# Grocery app installs are increasing significantly



Drizly installs are up, as alcohol delivery behavior increases

- **39%** for Drizly



Instacart and Shipt app installs are way up

- **37%** for Shipt
- **49%** for Instacart



In the food delivery space, Postmates is seeing the greatest growth. Postmates delivers more than just prepared meals

- **39%** growth in app installs during the first three weeks of March

# How stated behavior is impacting app install and usage

Installs of apps directly from grocery stores/supermarkets is up as well, with people downloading these apps for contactless delivery/pickup



In the first week of March, **installs of Kroger's app were up 7%**



Between March 8 and March 15, **installs of Publix's app rose 120%**



Between March 22 and March 29, **installs of the Walmart Grocery app were up 45% and installs of the Aldi app were up 38%**

# Current State of CPG

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Surging sales for big players in the space, thanks to increased demand for cleaning supplies, bathroom supplies and grocery staples



Greater presence on digital delivery channels like **Amazon**



Beauty products **bouncing back up** thanks to pressure to look professional on videoconference calls

# What CPG brands are doing to pivot



CPG have long **been big spenders on live events** like sports, which are not happening now



This is forcing a change that should have happened a long time ago, **considering mobile device usage** and TV viewing trends



CPG have long been big spenders on linear TV. But, the upfront, **big budget nature of linear TV isn't always ideal** considering the ever-shifting nature of the pandemic/economic conditions

# How CPG advertising and messaging is changing



Less focused on results,  
more on branding



Highlighting what the  
brand is doing to help



Creative needs to **be respectful**  
of what people are doing right now

# Predicting What's Next

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The pandemic is likely to last for multiple more months, so **brands need to have a somewhat longer-term plan**



CPG brands need to **be especially careful about messaging** as the economic situation may keep changing



**Need to keep some level of market share**, to ensure **the brand isn't forgotten** even during shelter in place

# Predicting What's Next

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At-home consumer preferences  
today will be the norm in the future



Time spent on mobile  
is only going to keep  
going up



Now is an ideal time for brands to  
**really understand and identify their  
audiences**; to have, get and analyze  
the data to be successful both now in  
these weird times and once this is over



# Questions?

For all follow-up queries, email me directly at [matt.kaplan@inmobi.com](mailto:matt.kaplan@inmobi.com)

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