

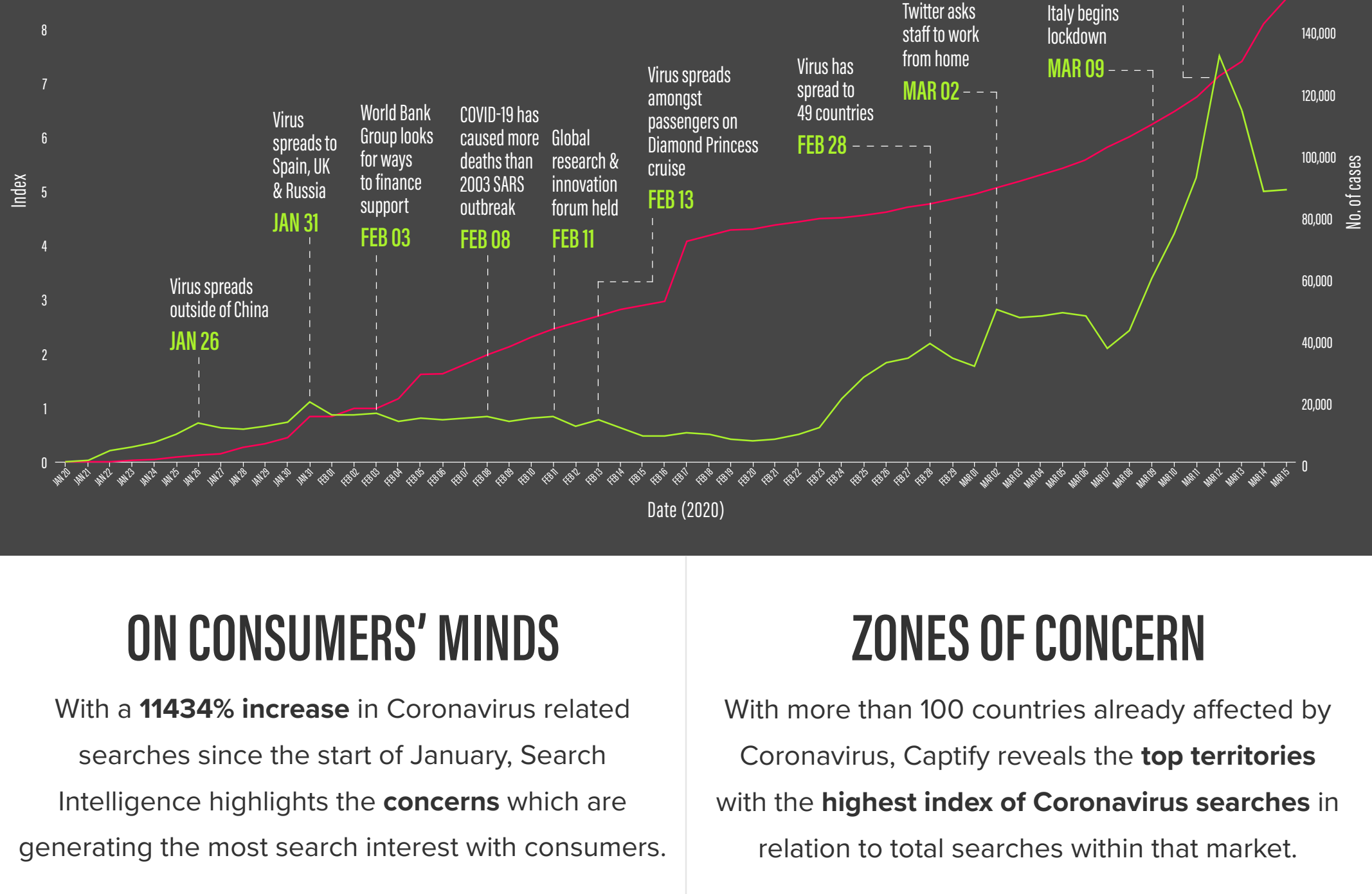
IMPACT

Through analysis of over **100.6 million** global Coronavirus related searches, Captify's latest Impact study gets a pulse on how this pandemic is **impacting consumer behavior** and how **businesses** can navigate through these uncertain times.

This global data was collected from January 1, 2020 to March 15, 2020 from billions of monthly onsite searches that Captify captures across its premium publisher network

HOW IS CORONAVIRUS IMPACTING HOW CONSUMERS SEARCH?

Captify's Search Data reveals how **consumer search interest changes** as Coronavirus spreads globally, with **news announcements driving surges in searches** about **information** and **guidance**.



ON CONSUMERS' MINDS

With a **11434% increase** in Coronavirus related searches since the start of January, Search Intelligence highlights the **concerns** which are generating the most search interest with consumers.


ZONES OF CONCERN

With more than 100 countries already affected by Coronavirus, Captify reveals the **top territories** with the **highest index of Coronavirus searches** in relation to total searches within that market.



THROUGH THE LENS OF THE CONSUMER

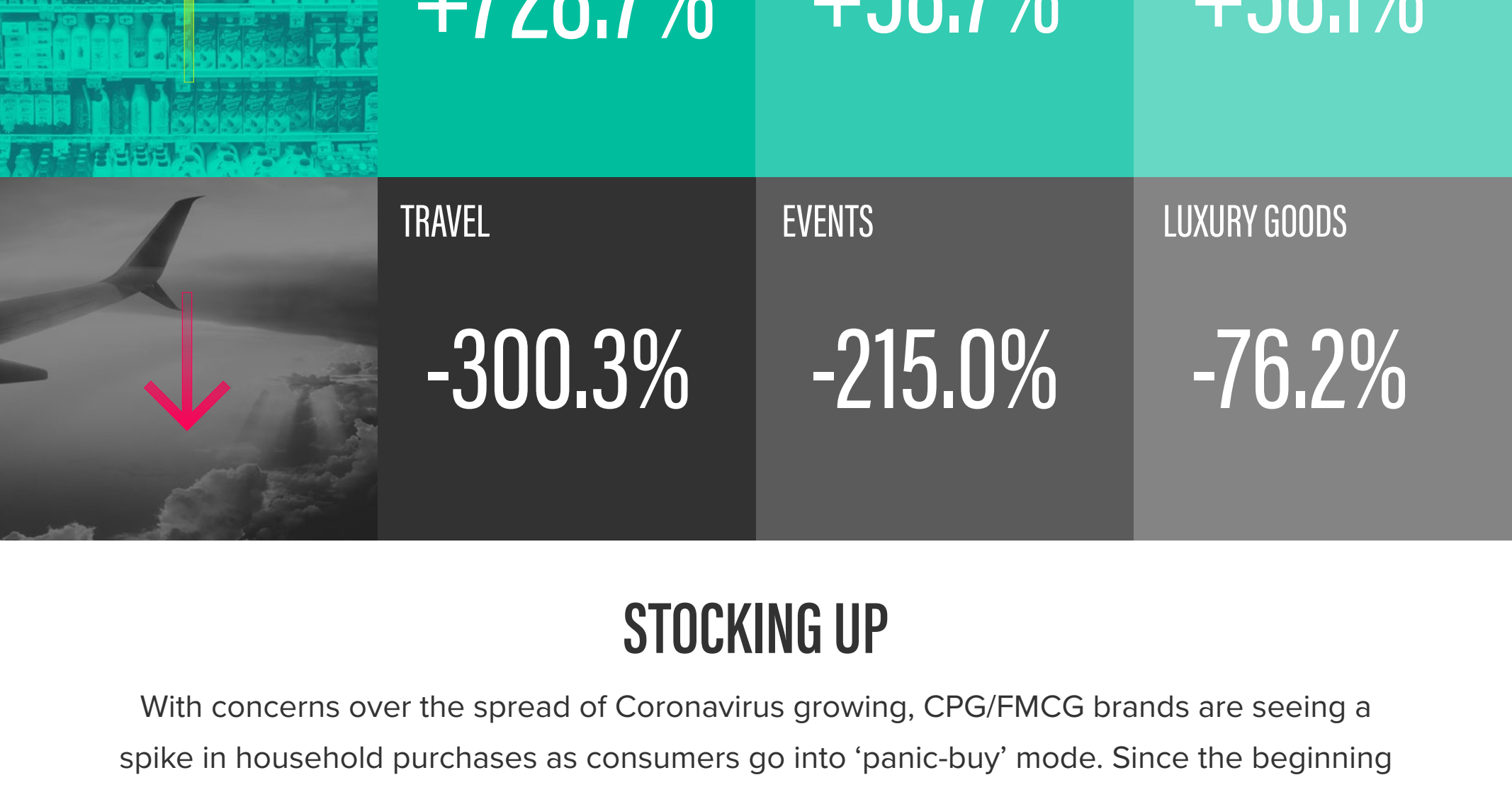
From Millennials to Family Shoppers, Captify analyzes how different consumers are reacting to Coronavirus to understand **behavioral patterns** and which **brands consumers are looking towards**.

	<p>Streaming</p> <p>TOP BRANDS:</p> <p>01 NETFLIX</p> <p>02 Roku</p> <p>03 HBO</p>	<p>Gaming</p> <p>TOP BRANDS:</p> <p>01 Nintendo</p> <p>02 XBOX</p> <p>03 PlayStation</p>	<p>Healthcare & Household Goods</p> <p>TOP BRANDS:</p> <p>01 Chewy</p> <p>02 3M</p> <p>03 Panadol</p>
<p>COMMUTERS</p> <p>TOP SEARCHED FOR CATEGORY:</p> <p>Home Delivery</p> <p>TOP BRANDS:</p> <p>01 amazon</p> <p>02 ups</p> <p>03 Domino's</p>	<p>BUSINESS PEOPLE</p> <p>TOP SEARCHED FOR CATEGORY:</p> <p>Exercise & Wellness</p> <p>TOP BRANDS:</p> <p>01 glo</p> <p>02 SWEAT</p> <p>03 Calm</p>	<p>CITY DWELLERS</p> <p>TOP SEARCHED FOR CATEGORY:</p> <p>Travel</p> <p>TOP BRANDS:</p> <p>01 AVIS</p> <p>02 KAYAK</p> <p>03 Expedia</p>	<p>SUBURBAN</p> <p>TOP SEARCHED FOR CATEGORY:</p> <p>Tech/WFH Enablers</p> <p>TOP BRANDS:</p> <p>01 hp</p> <p>02 DELL</p> <p>03 Apple</p>

THE STATE OF PLAY ACROSS VERTICALS

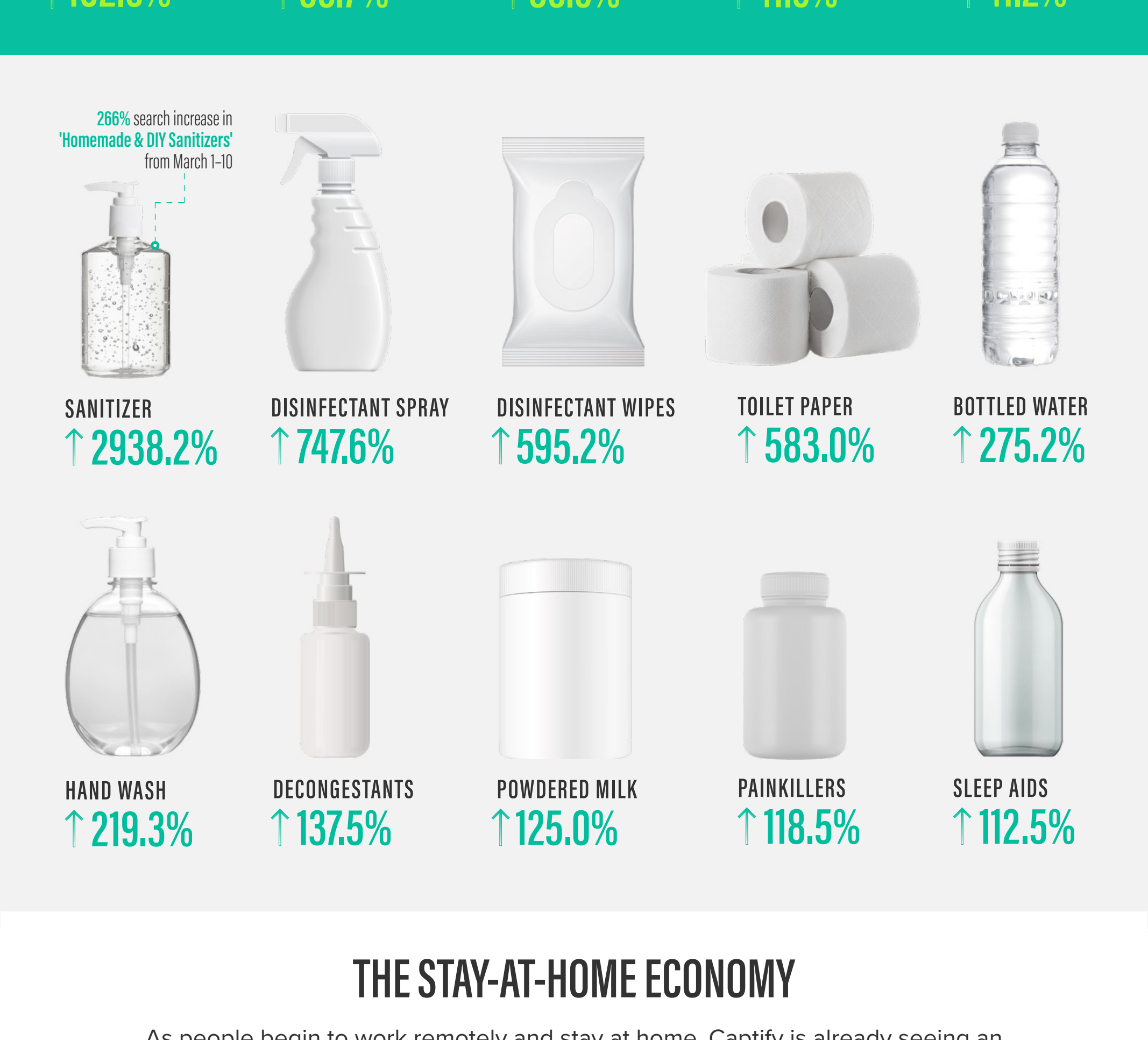
THE STATE OF PLAY ACROSS VERTICALS

Comparing onsite Search Data from the beginning of January to the start of March, Captify analyzes which **verticals are seeing the biggest change in searches** as consumer behavior shifts. We're set to see further developments as this **search trend changes day by day**.



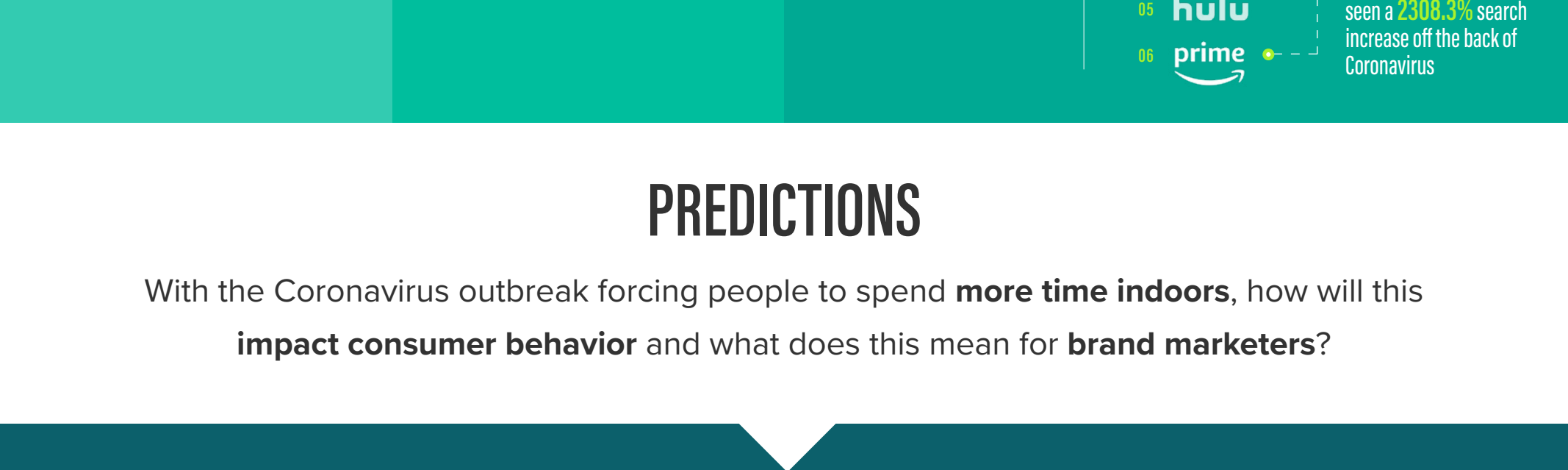
STOCKING UP

With concerns over the spread of Coronavirus growing, CPG/FMCG brands are seeing a spike in household purchases as consumers go into 'panic-buy' mode. Since the beginning of January, Captify has seen a **300% increase** in searches around **'bulk buying'** and **'multi-packs'**. In light of this, we deep dive into the must-have brands and products that consumers have on their 'stockpiling' list.



THE STAY-AT-HOME ECONOMY

As people begin to work remotely and stay at home, Captify is already seeing an increase in searches for **at-home entertainment and delivery**. This number is expected to **increase significantly as people are required to stay at home** to mitigate the spread.



PREDICTIONS

With the Coronavirus outbreak forcing people to spend **more time indoors**, how will this **impact consumer behavior** and what does this mean for **brand marketers**?

- + **TV upfronts** will change format (The Wrap)
- + There will be significant growth in **e-commerce sales** across verticals
- + Growth in **streaming consumption** and **video games**
- + **Live music events** and **concerts** will move **online** (The Verge)
- + **Gyms and fitness companies** will provide **live-streamed classes** for members (Business Insider)
- + Growth in **video conferencing**, **virtual event platforms**, and **immersive technology** (Diginomica)
- + An increase in **CPG/FMCG sales**, **grocery delivery**, and **food ordering** due to panic buying (eMarketer)

MARKETING IN A TIME OF CRISIS

As Coronavirus continues to escalate and drastically impacts business, Captify's VP of Global Marketing, Laura Pleasants, offers some **top tips for marketers** as they navigate this global crisis:

- + Remain **engaged** with your brand's stakeholders (both consumers and employees) and be **transparent** regarding the steps you are taking to ensure safety
- + **Shift your narrative** from 'How can we sell more?' to 'How can we support our customers during this time?'
- + Keep your messaging **simple, factual and empathetic** and stay away from promotional content
- + Share **clear communications** with consumers about how to approach your brand in the current crisis
- + Shape your communications around your **brand identity & values** and don't prioritize profit or gain
- + Be mindful of **long-term circumstances** and don't only make short-term decisions
- + Consider how to **reallocate media investment** as more and more people are staying home



THE TRENDS DESK

Powered by Sight, the Insights Studio

Captify is here to help you understand how consumer behavior is changing in light of Coronavirus. **Get in touch** with our trends desk to get **personalized, real-time insights** straight to your inbox.

[REQUEST INSIGHTS](#)

ABOUT CAPTIFY

Captify is the largest holder of consumer search data outside of Google, and its unique technology understands the intent and interests of consumers across all channels, including voice search, desktop on-site search and in-app search.

Captify's Search Intelligence powers media and insights for 800+ of the world's biggest brands.