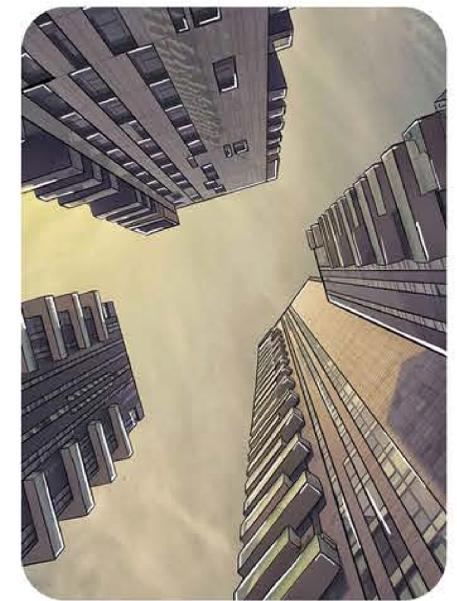
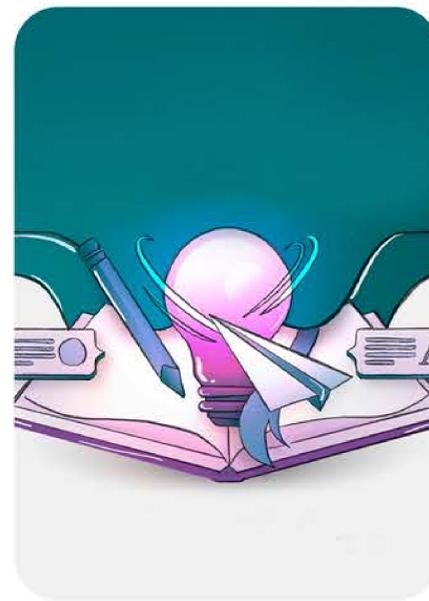
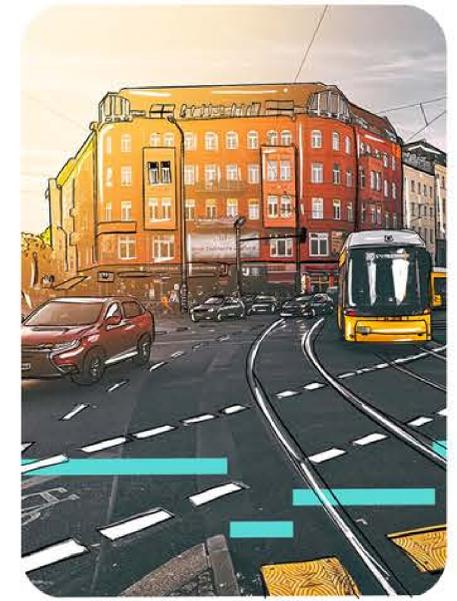


CORONAVIRUS BUSINESS IMPACT

Data-driven insights for
brands during COVID-19

moengage |  apptopia



INTRODUCTION

The COVID-19 pandemic has had far reaching humanitarian consequences. At the time of writing this report, a total of 1,020,993 confirmed cases and 53,457 deaths had been reported from all over the world. In order to prevent the virus from spreading, governments have been forced to impose travel restrictions, quarantines, curfews, workplace hazard controls, event postponements and cancellations and even complete closures of facilities.

As businesses around the world come to terms with yet another economic depression termed as the Coronavirus recession, these words hold water now more than ever:

“The green reed which bends in the wind is stronger than the mighty oak which breaks in a storm.”

- Confucius

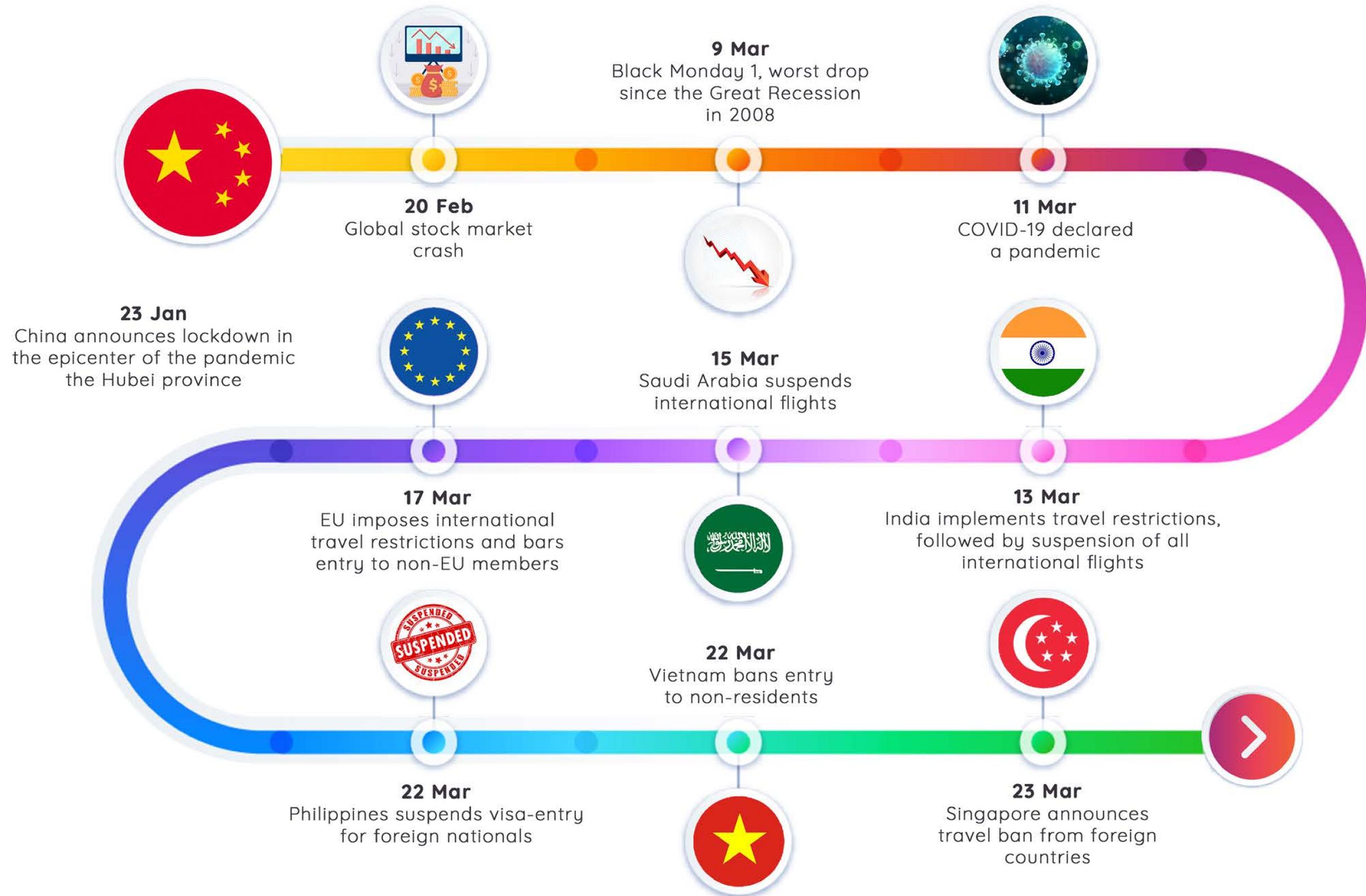
Businesses worldwide are learning how to deal with this ‘Black Swan’ event and trying to connect to their customers and even realign their strategies. In such times, it is important to reflect and understand that it is not the strongest who withstand the storm but the ones who can think on their feet in a rapidly changing world.

The one thing that comes to the aid of businesses and governments alike is hard-hitting, in-depth data. Data that uncovers facts, blows the dust off our intuitions and distinguishes the impactful from the noise.

With a vision to bring such information to the fore, we set out analyzing data trends of more than 1.5 billion users worldwide, across 12 different industry verticals. We found that while Retail, Real-Estate, and Travel & Hospitality industries have struggled, industries such as Media & Entertainment, Video Conferencing and Social Media have prospered.

This report contains data primarily from North America, India, the Middle East and Southeast Asia. We hope you can leverage this data to design strategies that add value to both you and your customers.

HISTORY OF COVID-19





BANKING, FINANCIAL SERVICES AND INSURANCE

NORTH AMERICA

Downloads **-16.00%**
DAU **-29.00%**

MIDDLE EAST

Downloads **-8.00%**
DAU **-18.00%**

INDIA

Downloads **-22.00%**
DAU **3.00%**

EUROPE

Downloads **-33.50%**
DAU **6.20%**

SOUTH EAST ASIA

Downloads **-25.00%**
DAU **-20.00%**



*Data Source for IN, MEA, SEA - MoEngage
*Data Source for NA, EU - Apptopia

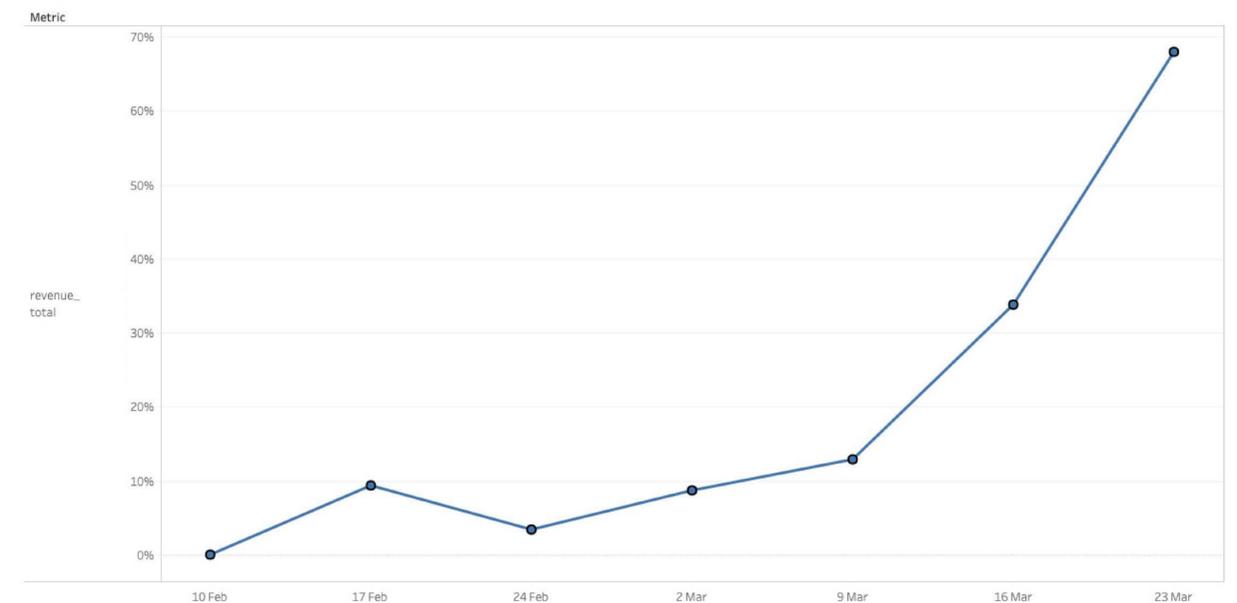
Data collected for March 2020



Fintech apps in India have seen a **steady increase** in active users since January 2020, with a huge surge in the last week of March.



There is a **steep increase** in spending on BFSI apps in India in the month of March 2020.



Increase in spends from February 2020 to March 2020 in India

We predict that this trend will continue in India during the 3 week mandatory shutdown of non-essential services from the last week of March till mid-April.

INDIA

OBSERVATIONS

Online banking apps in India saw a **surge** in active users in the month of February 2020. However, the number plummeted in March.



Active users varying from January 2020 to March 2020 in India

SOUTHEAST ASIA

OBSERVATIONS

It is interesting to see how differently BFSI in Southeast Asia has reacted to COVID-19 compared to India. Online banks and fintech apps have seen a **decrease** in active users from January 2020 to March 2020.



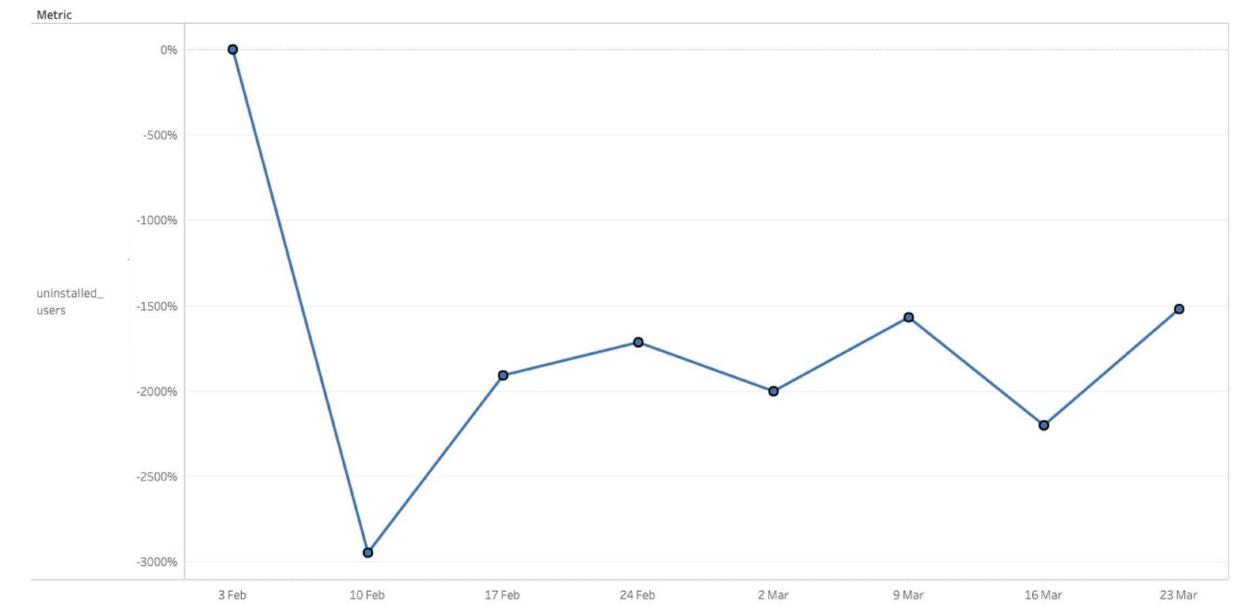
Decrease in active users from January 2020 to March 2020 in Southeast Asia

When it comes to conversion rates, users in Southeast Asia once again show a different trend than Indian users – there is a **gradual decline** in the conversion rates from January 2020 to March 2020.



Decrease in conversion rates from January 2020 to March 2020 in Southeast Asia

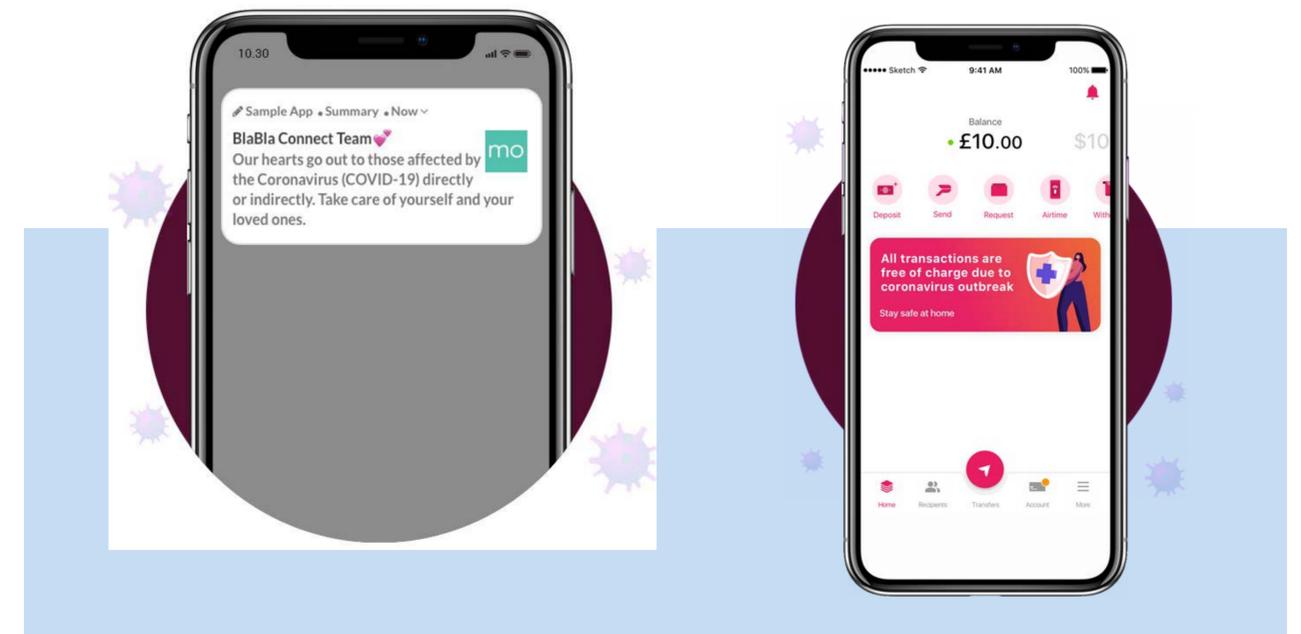
However, on the bright side, there has been a **decline** in uninstall rates for BFSI apps in Southeast Asia.



Decrease in uninstalled users from January 2020 to March 2020 in Southeast Asia

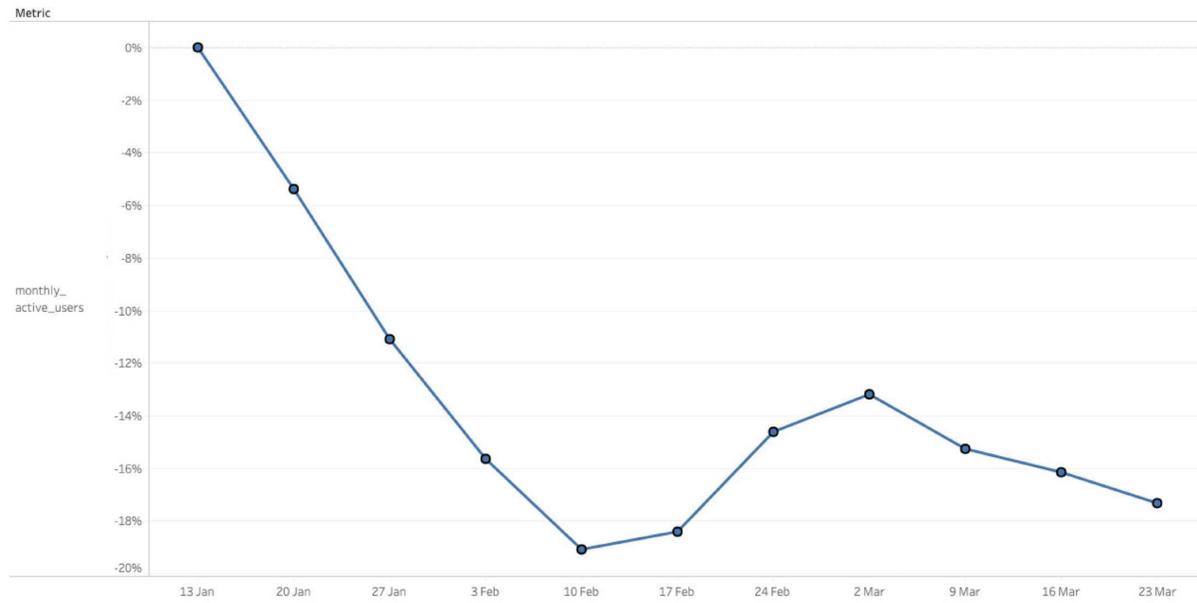
CUSTOMER STORIES

BlaBla Connect, an international calling app, is sending safety messages to its user base of more than **1 million users**.



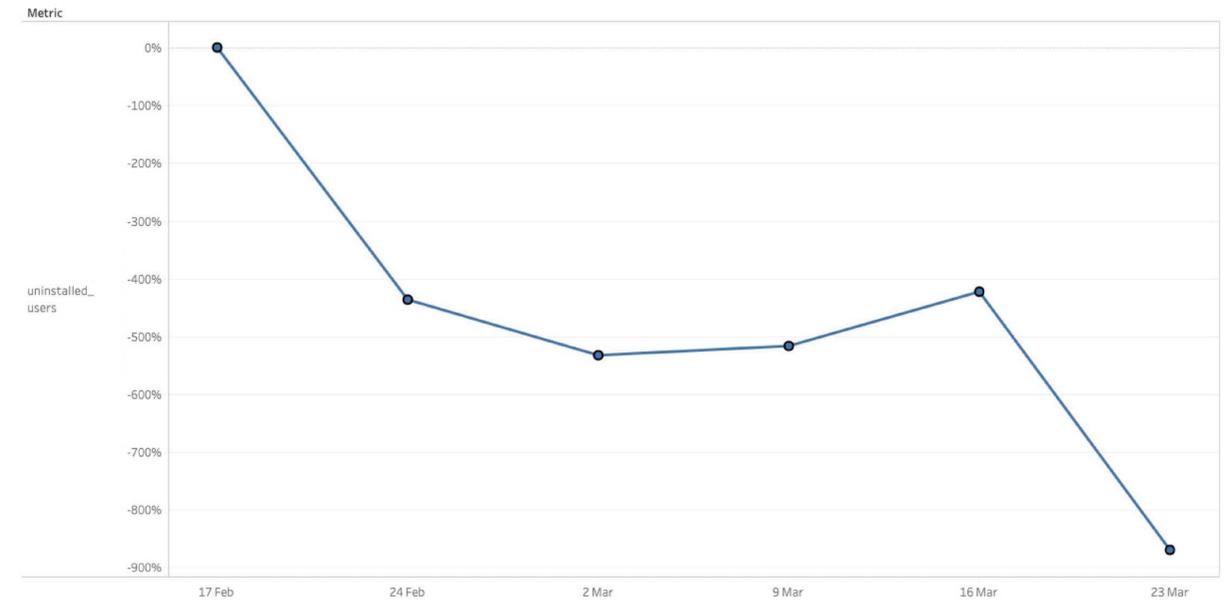
OBSERVATIONS

BFSI apps in the Middle East have seen a decrease in active users from February 2020 to March 2020. This was around the time that Iran reported its first few cases and deaths, which surged in a matter of days.



Decrease in active users from January 2020 to March 2020 in the Middle East

On the positive side, there was a decrease in the number of uninstalls during this period.



Decrease in uninstalled users from February 2020 to March 2020 in the Middle East

COVID-19 IMPACT QUADRANT

The Impact Quadrant divides industry verticals in specific geographies into 4 major categories:

EXPLOSION: Industries that have seen huge demand both in terms of new user downloads and active users. Industries that fall under this quadrant are:

- Video Chat apps (worldwide)
- Online Shopping (North America & India)
- Healthcare (North America, Europe, and Middle East)
- Media and Entertainment (worldwide)
- Social Media (Southeast Asia)
- Real Estate (Middle-East Asia)

GROWTH: Industries that have shown rise in active users but not considerable rise in downloads. Industries that fall under this quadrant are:

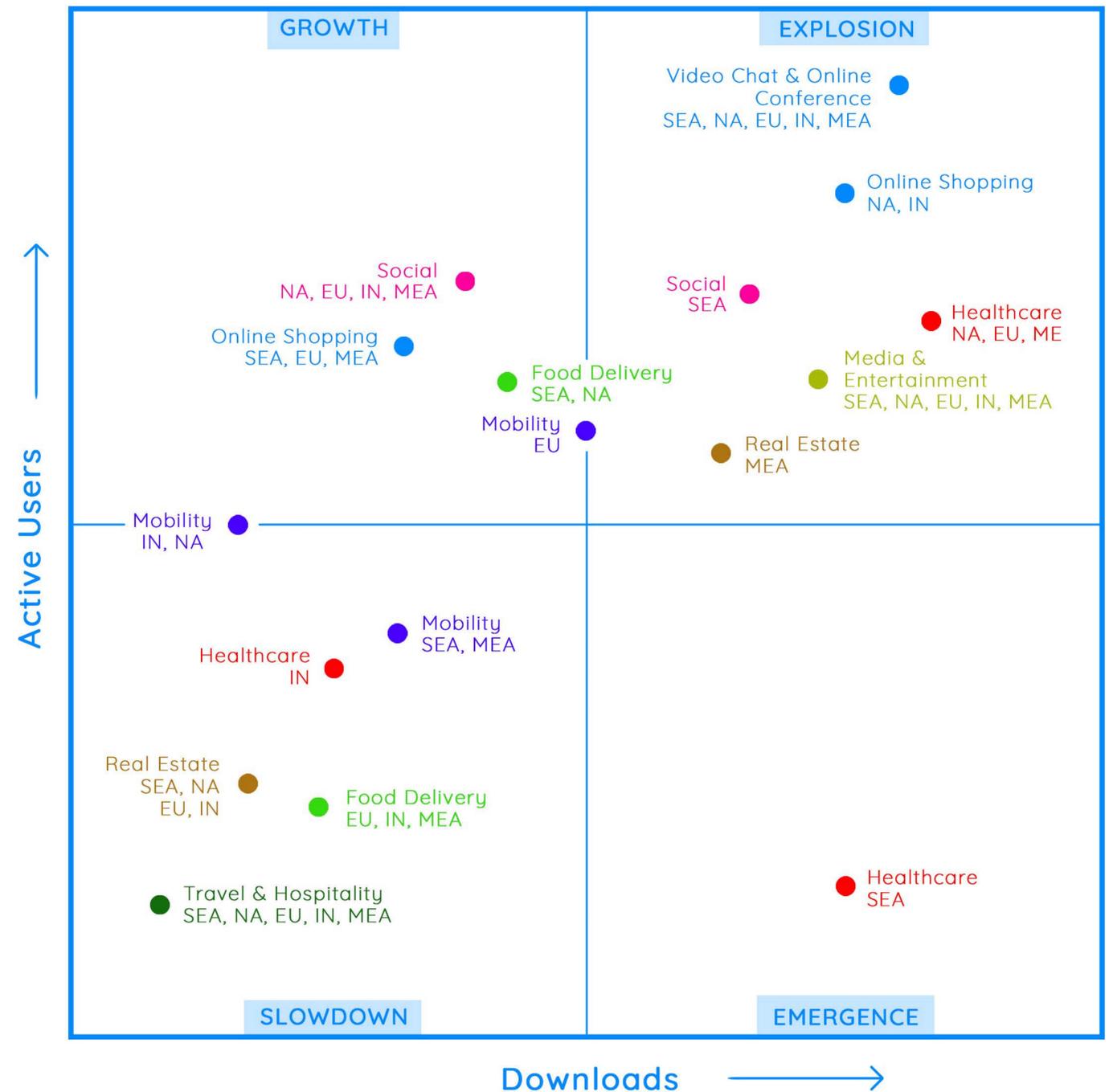
- Social Media (North America, Europe, India, & Middle-East)
- Online Shopping (Southeast Asia, Europe, Middle-East Asia)
- Food Delivery (Southeast Asia, North America)

SLOWDOWN: Industries that have seen decline in both active users and new app downloads. Industries that fall under this quadrant are:

- Travel & Hospitality (worldwide)
- Mobility (worldwide)
- Real Estate (Southeast Asia, North America, Europe, India)
- Food Delivery (Europe, India, Middle-East Asia)

EMERGENCE: Industries that have shown promise with getting new users downloads but not active users. Industries that fall under this quadrant are:

- Healthcare (Southeast Asia)



CONCLUSION

In the last few weeks, your business may have flipped for the better or the worse. This in-depth resource is for marketers and business owners who are unsure about how to approach marketing during COVID – 19 pandemic. We hope these data backed insights help you create valuable assets for your customers in uncertain times like this.

Key Takeaways for mobile app marketers during COVID-19

Mobile Marketers from the worst-impacted industries, where operations have come to a halt, can follow these tips:

SEND AWARENESS CAMPAIGNS



Educate users about the steps you're taking for them. Remember, consumers are anxious, and winning their trust during these times is vital. Use push notifications, emails, and text messages to send regular updates to your users.

BUILD STRONGER CORE CAPABILITIES



Use this time to invest in building a strong CRM stack, fixing data flow and identifying shortcomings in the current stack. This will improve readiness and you can start strong when business resumes.

ENGAGE USERS WITH CONTENT



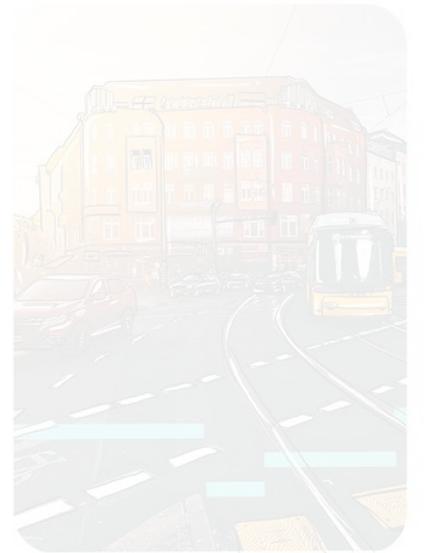
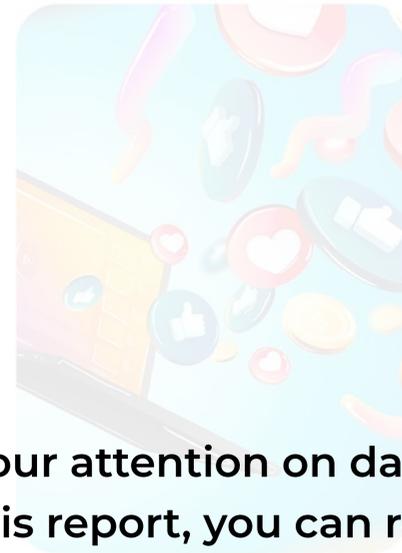
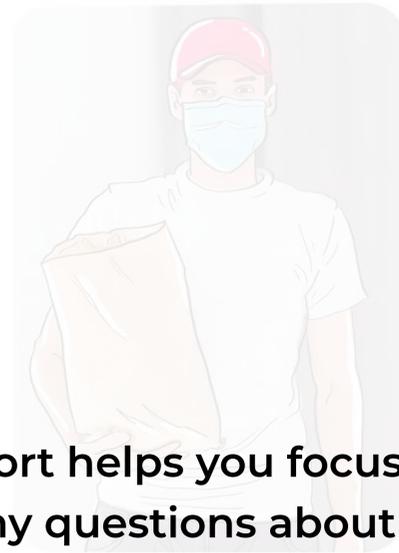
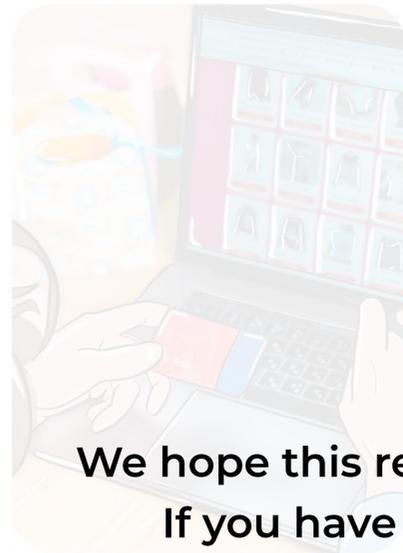
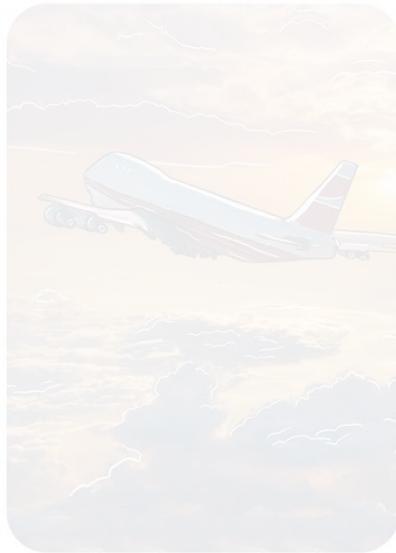
To increase active users, invest resources in curating bite-sized content that resonates with your users. Create videos, interactive carousels, quizzes, and image cards and host them on your app.

ABOUT MOENGAGE

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With AI-powered automation, optimization capabilities, and in-built analytics MoEngage enables hyper-personalization at scale across multiple channels like mobile push, email, in-app, web push, On-site messages, and SMS. Fortune 500 brands across 35+ countries such as McAfee, Samsung, and Vodafone use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list.

ABOUT APPTOPIA

Apptopia provides competitive intelligence for the mobile app economy. Apptopia was founded on the belief that the mobile app community requires transparency to level the playing field and make way for innovation and industry advancements.



We hope this report helps you focus your attention on data-driven campaigns.

If you have any questions about this report, you can reach out to us on

content@moengage.com

