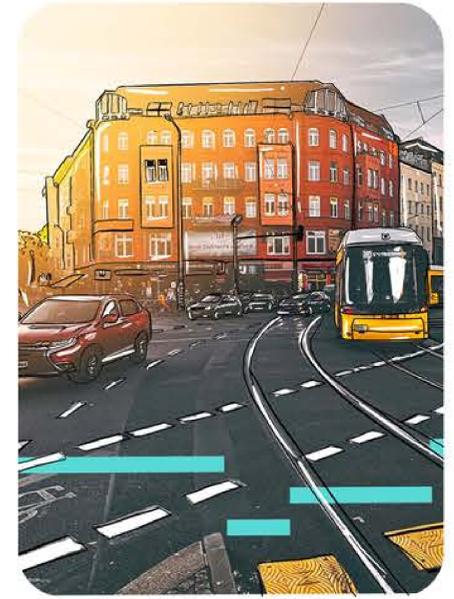


CORONAVIRUS BUSINESS IMPACT

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

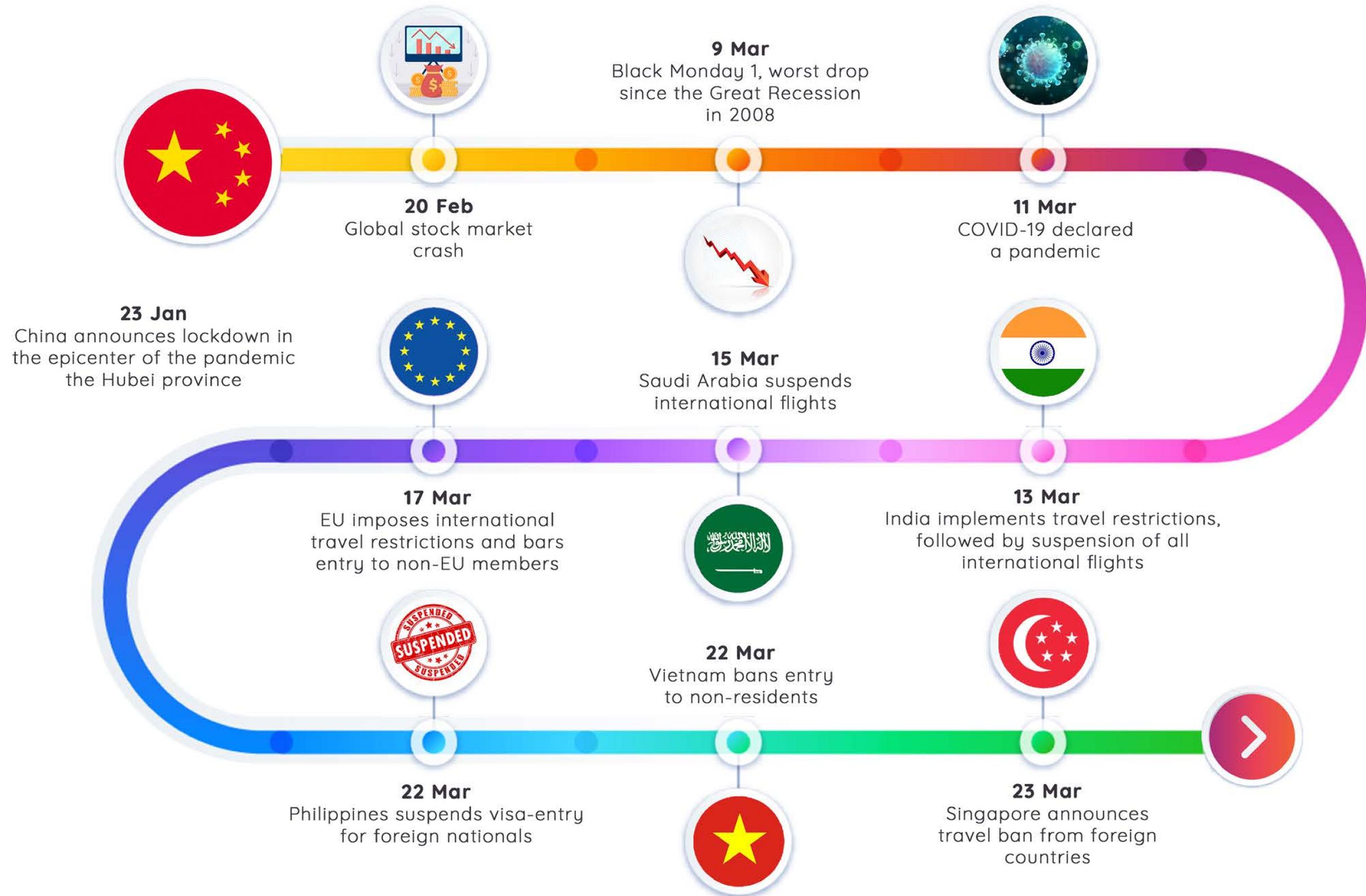
Businesses worldwide are learning how to deal with this ‘Black Swan’ event and trying to connect to their customers and even realign their strategies. In such times, it is important to reflect and understand that it is not the strongest who withstand the storm but the ones who can think on their feet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





ONLINE SHOPPING

NORTH AMERICA

Downloads **13.00%**
DAU **90.00%**

MIDDLE EAST

Downloads **-18.40%**
DAU **3.00%**

INDIA

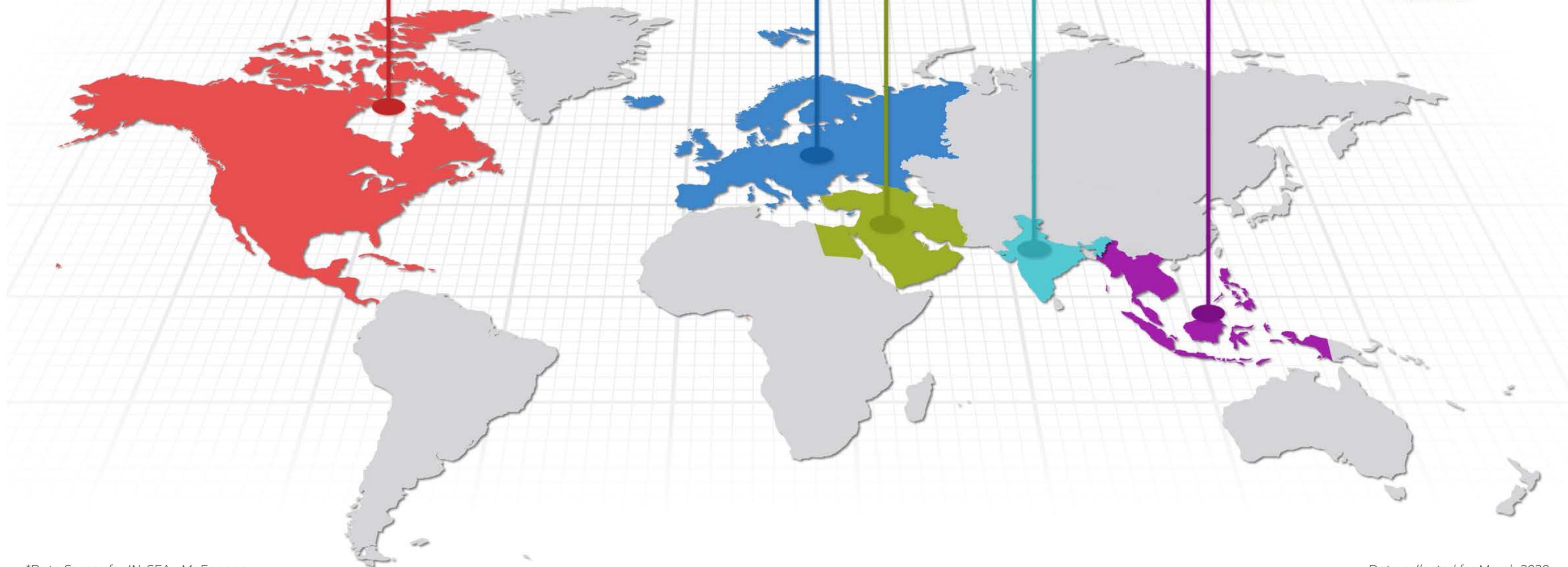
Downloads **118.00%**
DAU **40.00%**

EUROPE

Downloads **-12.00%**
DAU **0.70%**

SOUTH EAST ASIA

Downloads **-24.00%**
DAU **40.00%**



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

Data collected for March 2020
Sub-verticals – grocery delivery, essentials, and e-commerce

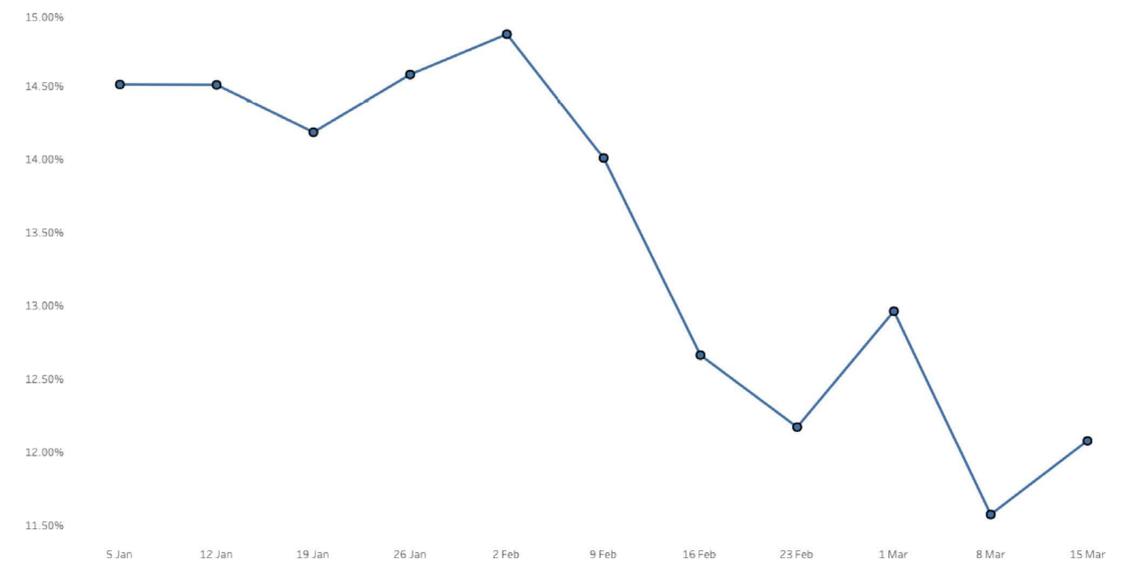


SOUTHEAST ASIA

OBSERVATIONS

Online shopping apps in Southeast Asia have seen a **sharp decline** in conversion rates since January 2020. This was when Malaysia, Singapore, South Korea, Thailand, and Hong Kong reported their first infections, and the numbers surged within days.

We believe it will take a few more weeks for the conversion numbers to stabilize in Southeast Asia since consumers are still understandably hesitant to purchase online.



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

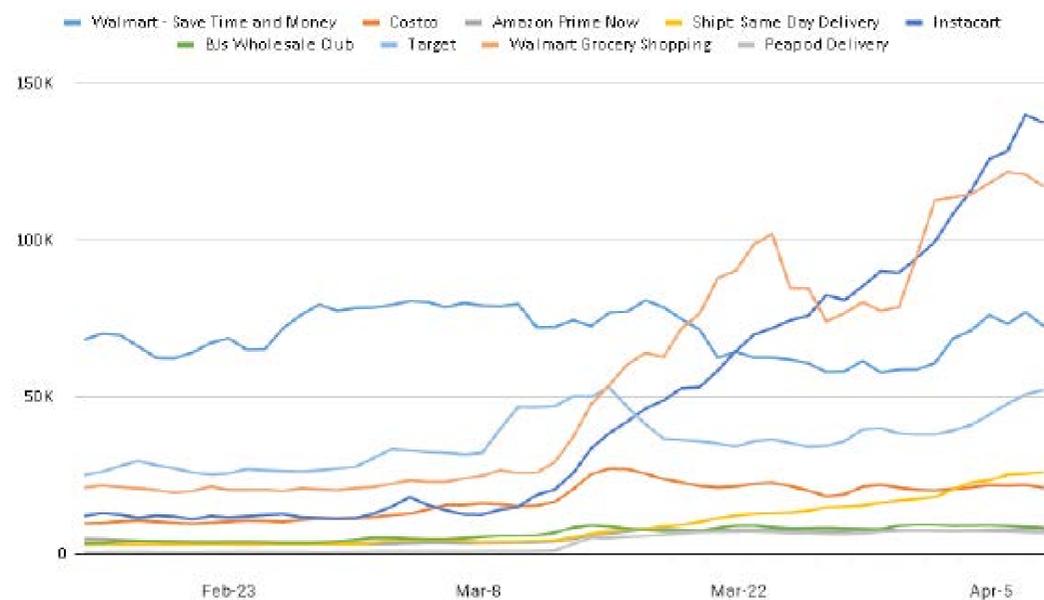
However, there is a **steady increase** in DAU February 2020 onwards. We predict this trend to continue in the coming months given that people will be spending more time indoors.

UNITED STATES

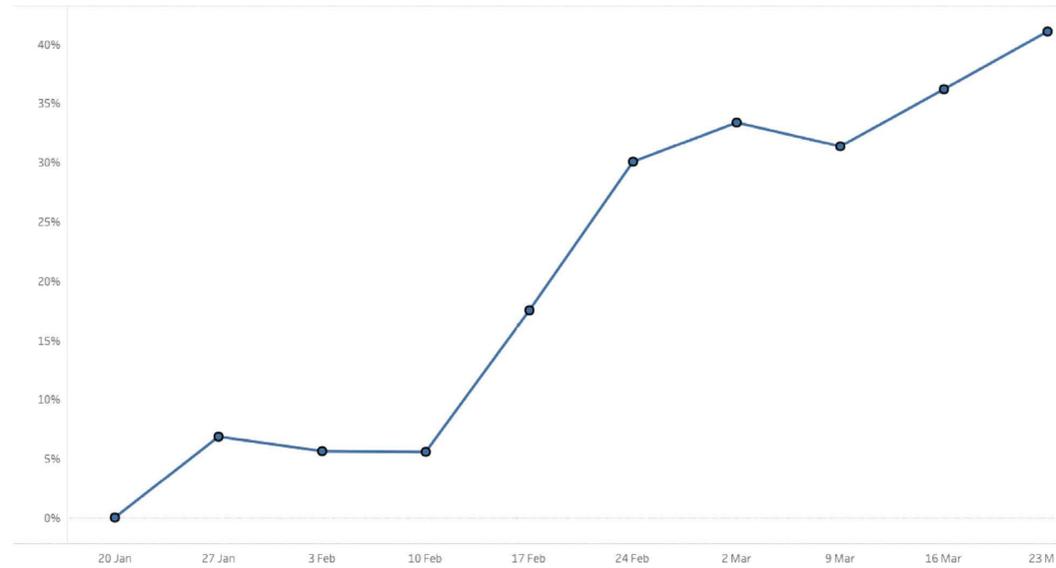
OBSERVATIONS

With major cities announcing lockdowns, self isolation and social distancing have led to a **surge** in user activity on online shopping apps in the United States, particularly for essential services like groceries, milk and medicine.

Online shopping apps have seen an **exponential increase** in both new and daily active users since the first week of March 2020.



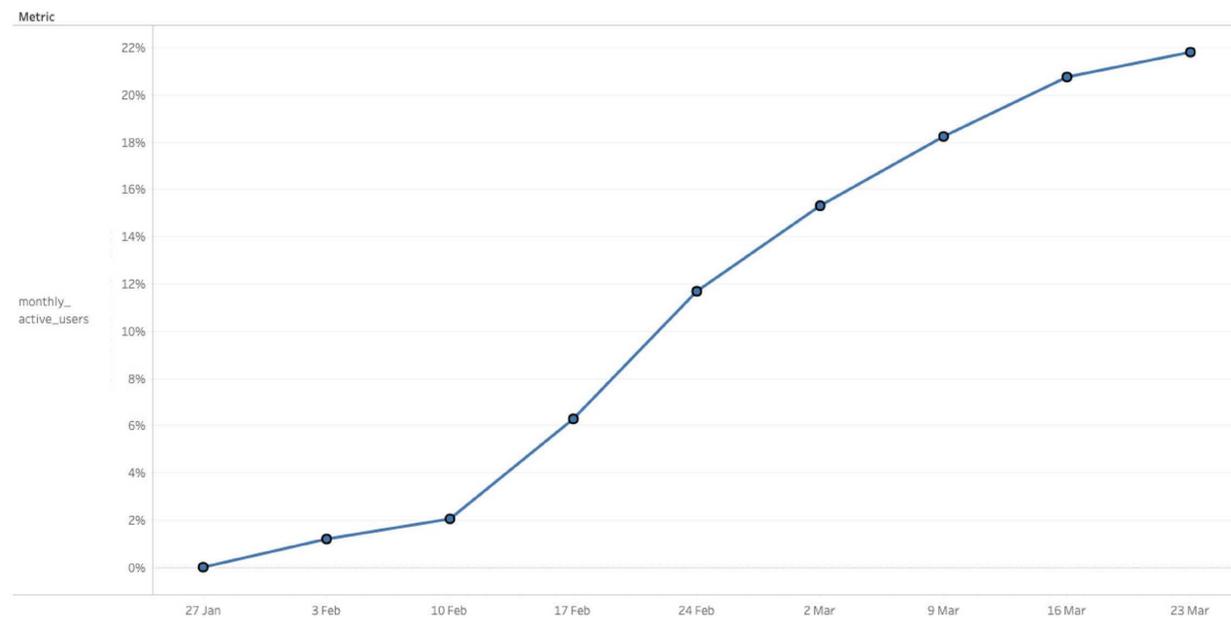
Increase in new users in March 2020 in the United States



Increase in DAU from February 2020 to March 2020 in Southeast Asia

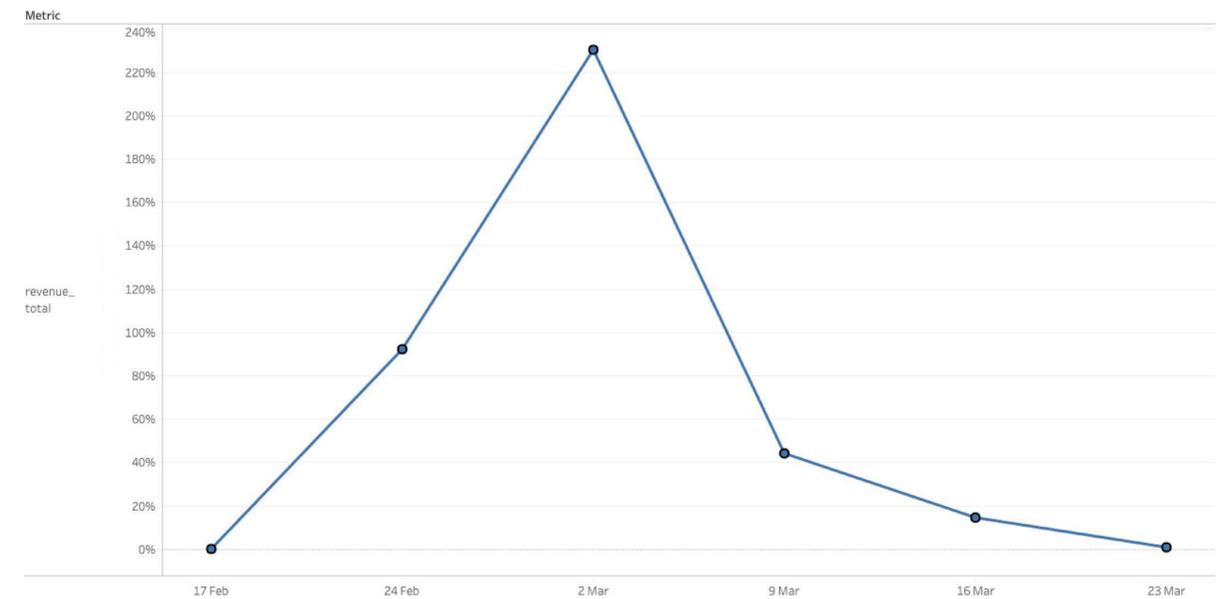
As expected, the same trend follows for MAU, i.e. , a **steady increase** since February

As expected, the same trend follows for monthly active users, i.e. , a steady increase since February 2020.



Increase in MAU from February 2020 to March 2020 in Southeast Asia

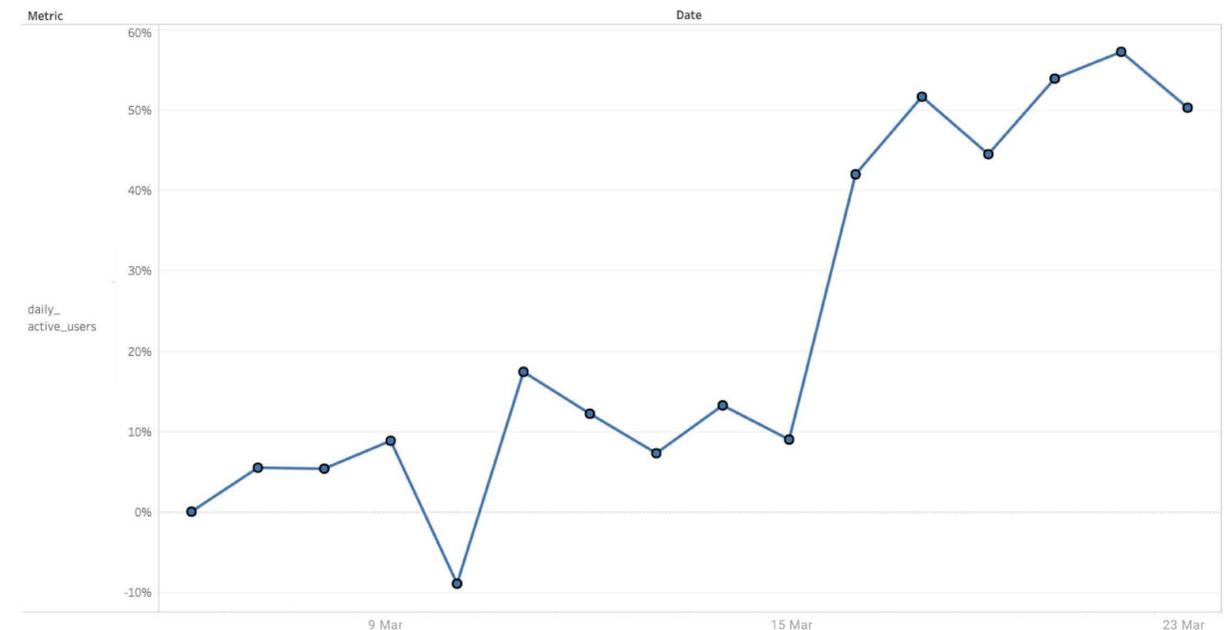
There was a **sudden increase** in spending on e-commerce apps in Southeast Asia after February, lasting till March 9. Spends hit the peak on March 2, days after WHO declared the outbreak risk to 'Very High'. Around this time, Indonesia reported its first confirmed case and South Korea had already reported more than 4,000 infections.



Increase in spends in the first week of March 2020 in Southeast Asia

LOYALTY APPS

There is an increase in the active users of loyalty apps in Southeast Asia. This trend is similar to the **increase** in active users of online shopping apps in the same region.



Increase in active users on loyalty apps in March 2020

CUSTOMER STORIES



Blibli, the e-commerce unicorn in Indonesia, is reaching out to more than **1 million users** daily with #KarenaSehatNo1 (#HealthIsNo1), their COVID-19 awareness campaign. Through emails and app push notifications that are a part of this campaign, Blibli is encouraging users to stay at home and utilize the Blibli app for their daily needs.

Since supply has taken a huge hit due to the lockdowns in Southeast Asia, Blibli is working with merchants to ensure the availability of important products such as soaps, sanitizers, anti-bacterial wipes and vitamins.

To curb stockpiling, Blibli has placed limits on the number of units of each product that a user can purchase at one time.

On the operations side, Blibli has implemented stringent sanitization procedures at their facilities – from offices to warehouses. Packages entering and exiting warehouses are thoroughly sanitized, and logistics crew are equipped with hand sanitizers and personal protection equipment such as gloves and masks.

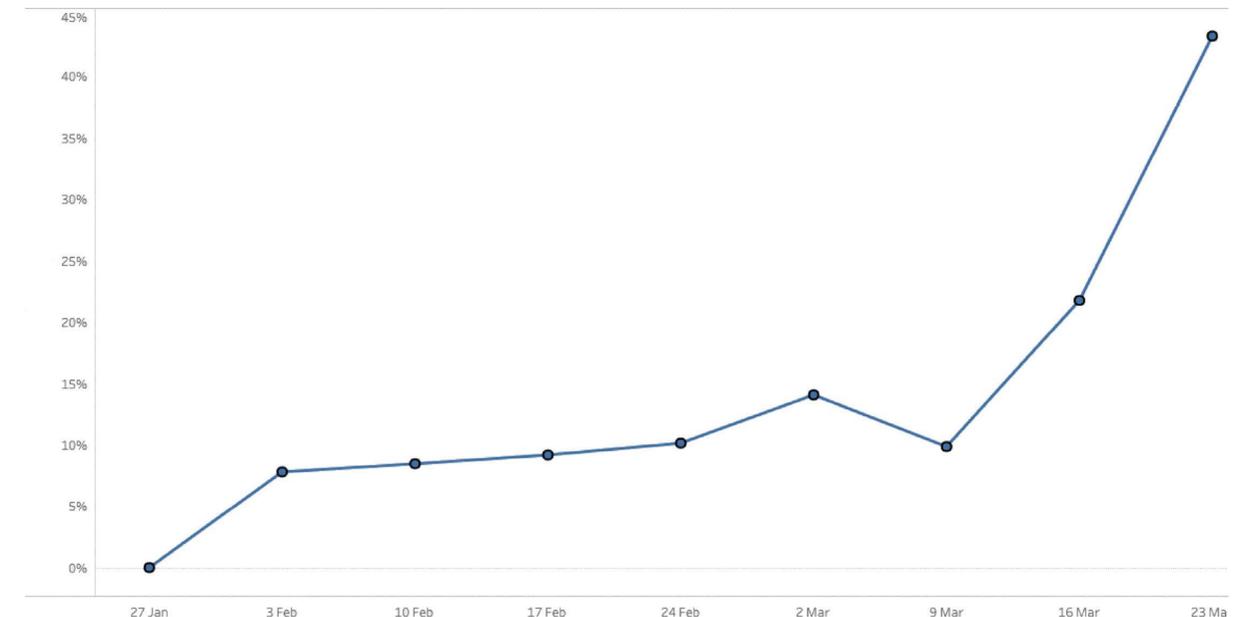
In addition, Blibli has started a contactless shipping campaign, wherein the logistics crew minimize direct contact with customers during delivery, This includes signing delivery forms on behalf of customers, with their prior permission

INDIA

OBSERVATIONS

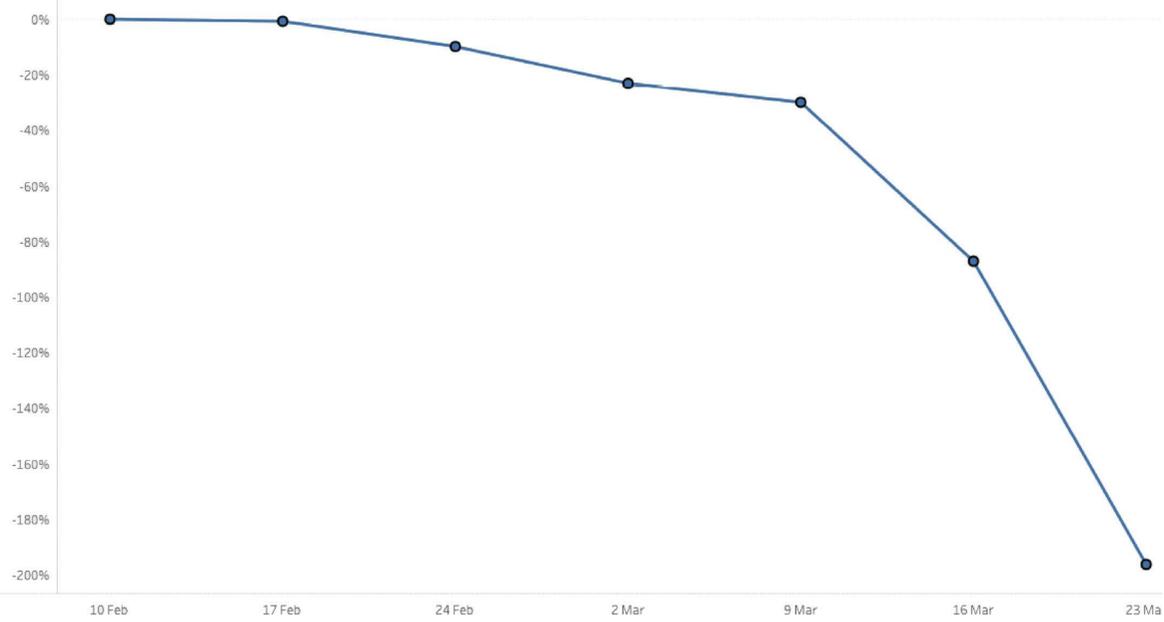
In the second week of March 2020, the Government of India urged companies to implement work from home policies and restricted both domestic and international travel.

During this time, there was a **huge surge** in the number of active users on online shopping and grocery apps. We predict this trend to continue until travel restrictions and self isolation protocols are lifted in India.



Increase in active users in March 2020 in India

In a trend that is similar to Southeast Asia, there has been a steady **decline** in the conversion rates from January 2020 to March 2020.

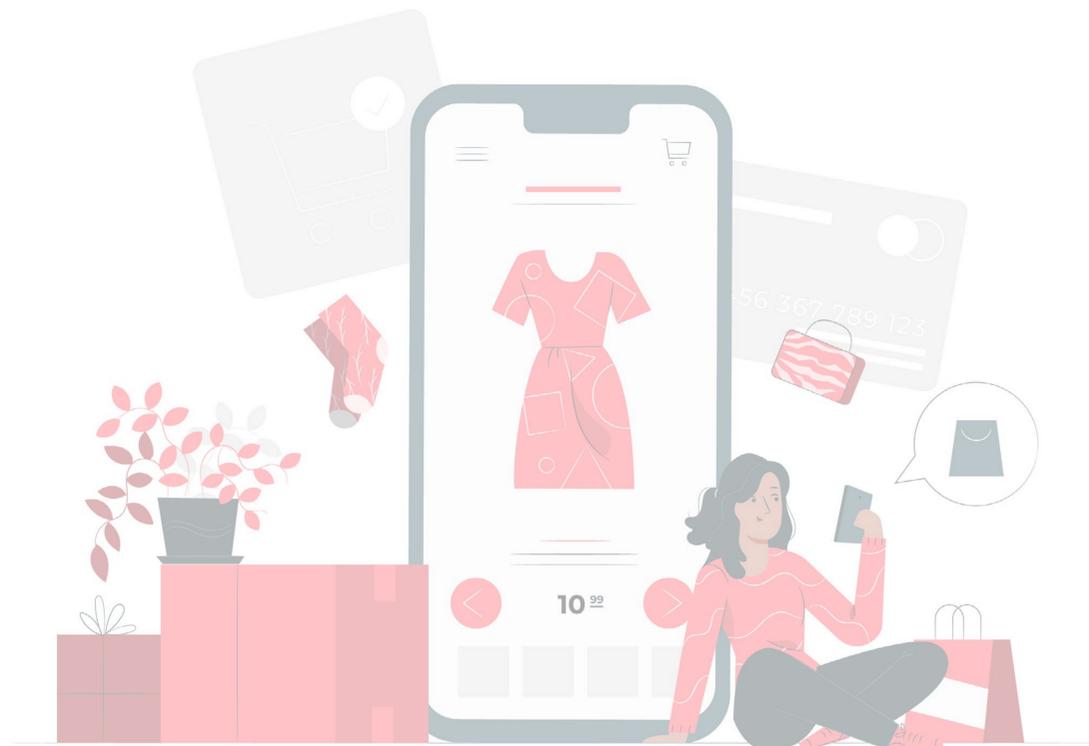


Decrease in conversion rate from February 2020 to March 2020 in India 2020 in India

Since January 2020, there has also been a decline in spends on online shopping apps in India. We predict that this trend will continue, especially after the Prime Minister of India imposed a mandatory lockdown across India on March 24. Due to this, both supply and workforce have been severely impacted.



Decrease in spends from January 2020 to March 2020 in India



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:

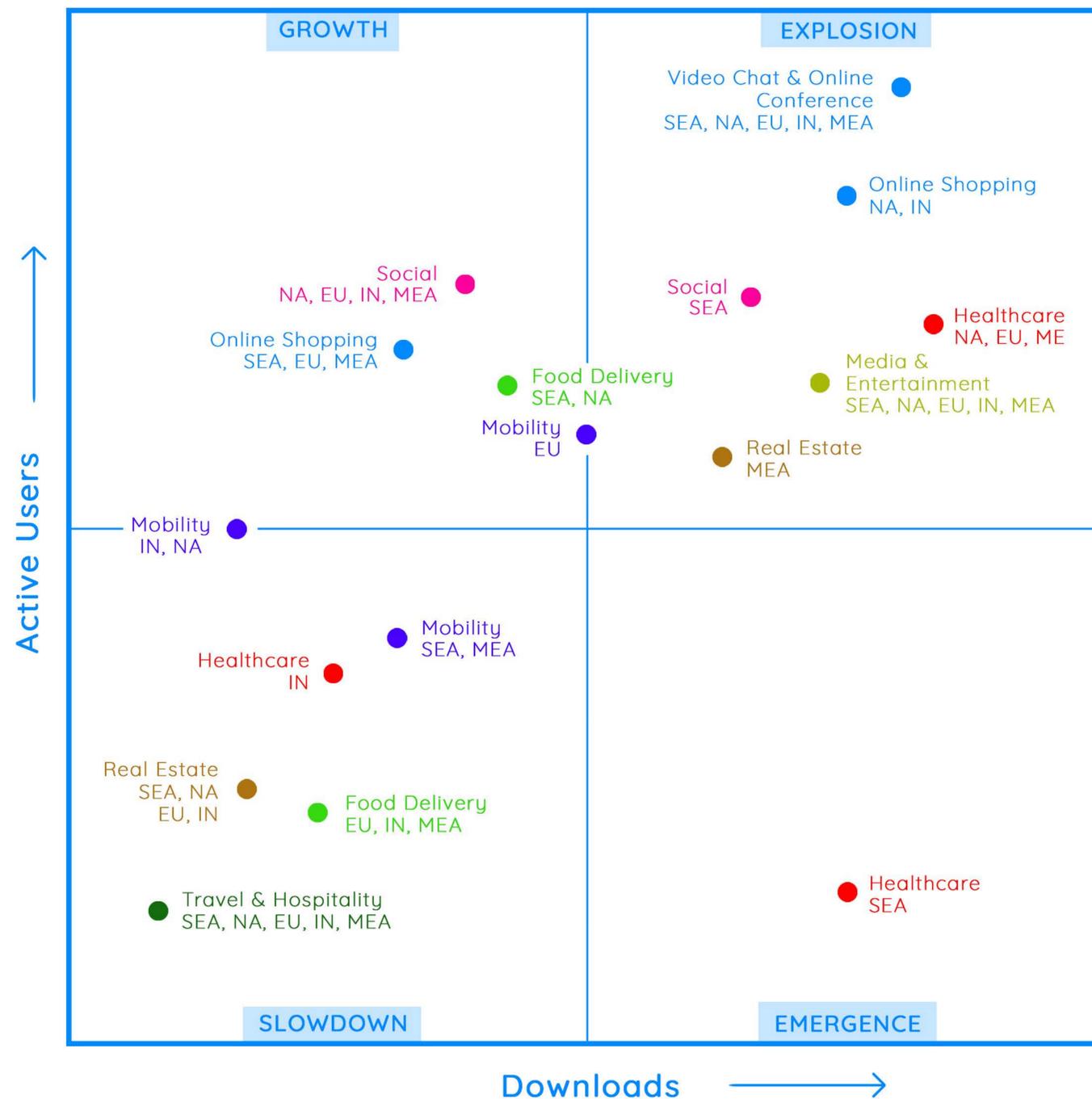
- Social Media (North America, Europe, India, & Middle-East)
- Online Shopping (Southeast Asia, Europe, Middle-East Asia)
- Food Delivery (Southeast Asia, North America)

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



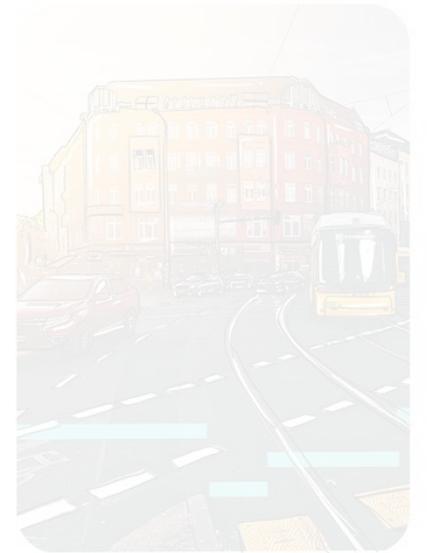
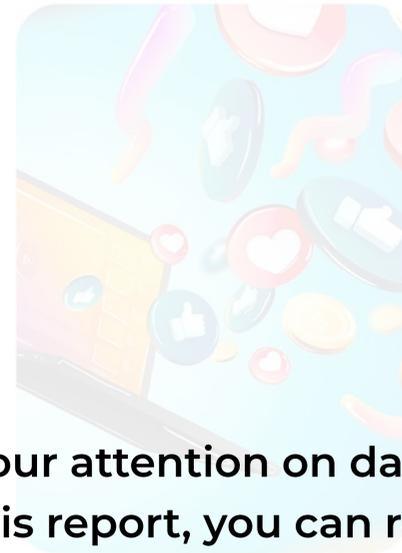
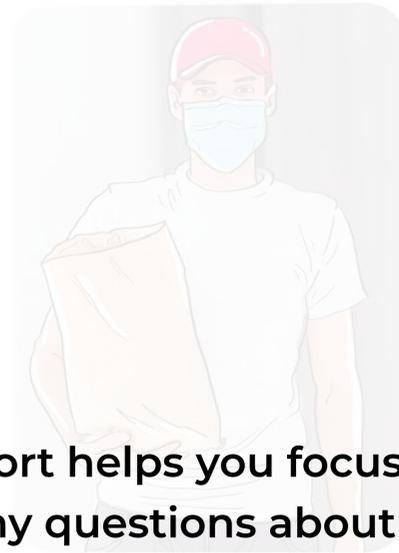
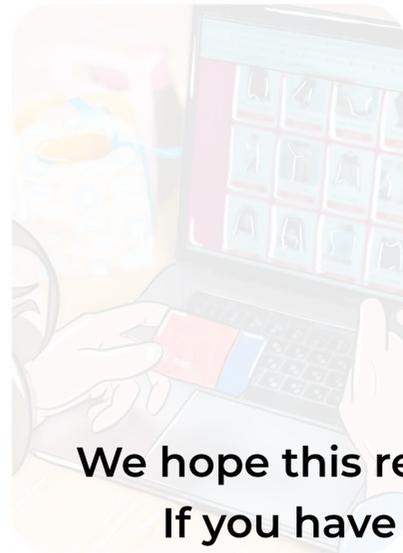
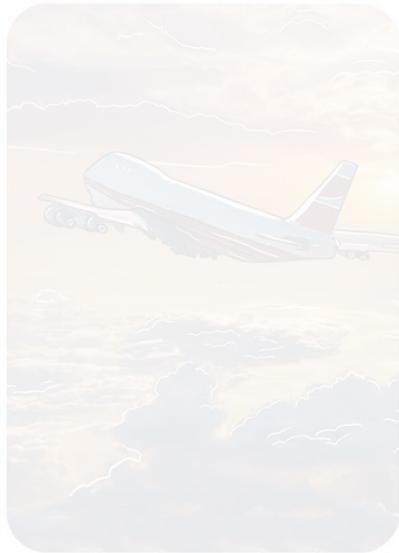
To increase active users, invest resources in curating bite-sized content that resonates with your users. Create videos, interactive carousels, quizzes, and image cards and host them on your app.

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

