

CONSUMER BEHAVIOR SHIFTS DURING COVID-19: A STAT SNAPSHOT

In evaluating AdDaptive's post-campaign analytics in conjunction with a recent study on ad adjacency during COVID-19 (1,000 consumers surveyed in March then again in April 2020) conducted by Integral Ad Science (IAS), we've seen some positive trends in contextual preferences and consumer behavior in the advertising market. Our combined insights are as follows:

People are seeking out relevant information

59%

of consumers are consuming more news in general.

In under a month, consumers sought out

12% more

Coronavirus-related content online.

Consumers actively sought out news outlets

27% more

than the month prior.



People have expectations around ad placement

Instead of expecting Travel, Real Estate, Auto, Food & Beverage, or Banking / Finance / Insurance ads next to COVID-19 content, consumers **DO expect to see Health / Pharma, Government, Education, Not-for-profit, and Tech / Telco** advertisements next to COVID-19 content.

When seeing Coronavirus content, consumers are more likely to engage with advertisements that appear alongside **positive coverage** (as opposed to negative coverage).

Consumers have a more favorable sentiment toward a brand whose advertisements appear alongside **positive headlines**, as opposed to neutral or negative headlines.



People care about the content brands are producing

During this time especially, consumers prefer information-based, educational strategies. **Thought leadership** has never been so valuable and sought after.

Consumers are looking for brands to deliver thoughtful messages and **helpful resources**, rather than opportunistic promotions.

TAKEAWAYS

1 Your technology partners' ad placement strategies, brand safety measures, and inventory access affect your consumers' sentiment toward your brand.

2 You can generate positive feelings about your brand with educational content and thought leadership, as opposed to overly promotional material.

3 To increase trust with consumers, provide relevant and timely information that provides clear value in the customer journey.

Chat with AdDaptive about your advertising strategies to ensure your brand is reflected the way you need during COVID-19.