

A person wearing a dark hoodie and a white face mask is looking at a smartphone. They are in a public space, possibly a train or bus, with other people and structural elements visible in the background. The entire image has a blue color cast.

# Reactions to a Pandemic in a Connected World

**COVID-19 Consumer Insights: Australia  
Part 3**

Jan 1<sup>st</sup> to May 3<sup>rd</sup>

Powered by

**INMOBI** Audience Intelligence

# About this Report

The following report is based on a detailed analysis of the data available with the InMobi Audience Intelligence platform that powers our segmentation and targeting for marketers and advertisers across the globe.

- Part-3 of this report analyses aggregated data signals from the 1<sup>st</sup> of January, when the first case of Covid-19 was reported in Australia, to the 3<sup>rd</sup> of May.
- The analysis unravels unique app usage and engagement trends across the country and sheds light on who are the users of each app category and their behavior in-app.

# App Downloads Surge as Users are Moving to Mobile

Consumers take to their mobiles as they seek new avenues and unique ways to engage themselves in times of social distancing.



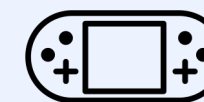
**Medical** apps see a **144% surge** in downloads



**Photo & Video** app installs **grows by 591%**



**Music** apps see **45% increment**



**Gaming** app downloads **grows by 68%**



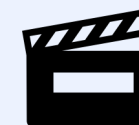
**Lifestyle** apps see **89% increase**



**News** apps see a **137% surge** in installs



**Productivity** apps see **37% growth**



**Entertainment** app downloads witness an **increase by 32%**



# App Usage Skyrockets

How has content consumption changed in this period?

People are replacing their outdoor activities with indoor alternatives, exploring the world of digital to stay updated, healthy, work, socialize and entertain themselves while restricted at their homes



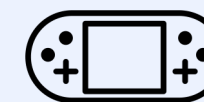
**Social** apps see a **109% surge** in usage



**Entertainment** app usage **grows by 98%**



**Music** apps see **55% growth**



**Gaming** app usage **grows by 51%**



**Health and Fitness** apps see **65% growth**



**News** apps see a **63% surge** in usage



**Finance and Business** apps see **68% growth**

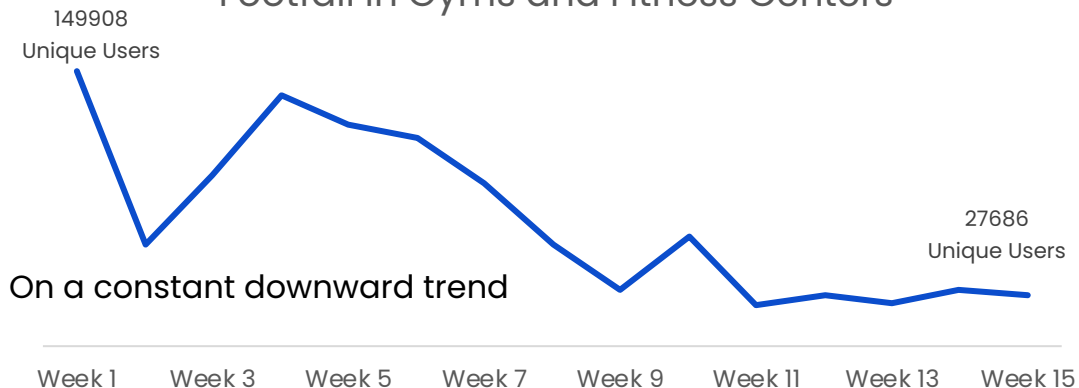


**Photo & Video** app usage **overall decrease by 23%**

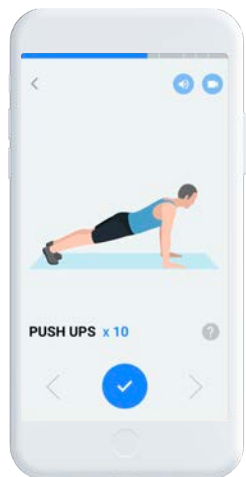
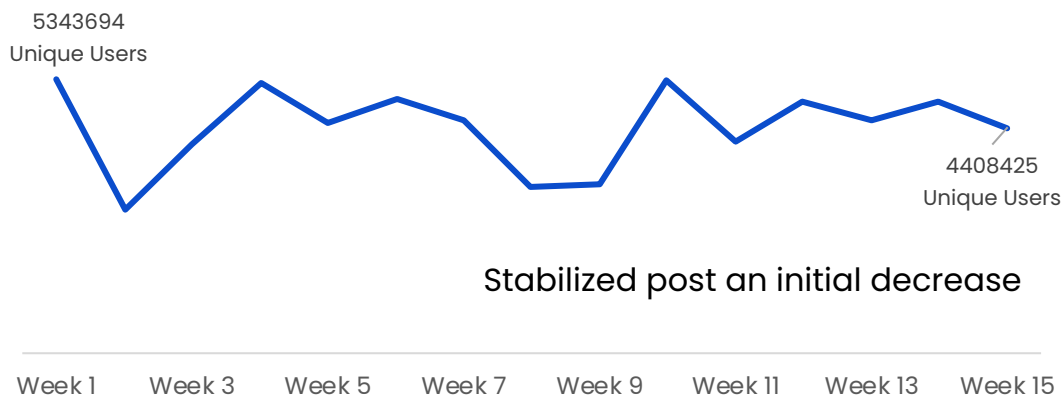
# Health and Fitness Category Insights

Fitness is reinventing itself in the time of Covid-19

Footfall in Gyms and Fitness Centers



Footfall in Parks



**65%**

Increase in usage of health and fitness apps

**144%**

Increase in medical app downloads

**Coronavirus has reinvented fitness for Australians, with a large proportion of people substituting gyms and fitness centers with social distancing friendly options such as walks, jogs and at home workouts**

# Top Performing App Categories for Health and Fitness



Calorie  
Counters



At-Home Workouts,  
Meditation and  
Relaxation apps



Pedometers/  
Step Counters



Health trackers  
and Reminders

# Top Audiences Using Fitness Apps



## **Fitness Enthusiasts**

People frequently using fitness apps, visiting gyms and fitness centres



## **Restaurant Visitors**

People frequently visiting restaurants and cafes



## **Frequent Shoppers**

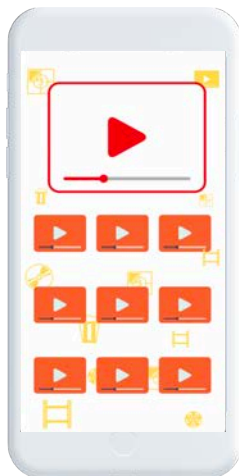
People frequently using visiting shopping centers, supermarkets and grocery stores



## **Outdoor Lovers**

People frequently seen in parks, sports clubs or outdoor sporting activities

# Entertainment, Music and Photos & Video Category Insights



**98%**

Increase in usage of entertainment apps

**55%**

Increase in usage of music apps

**With restrictions in place with respect to outdoor activities, people are turning to the world of digital to entertain themselves. Where on one hand content streaming websites are witnessing huge surge in traffic, on the other music and entertainment apps are also attracting multiple users with high engagement.**

## Top Performing App Categories for Entertainment



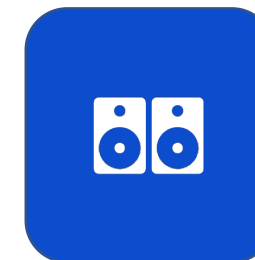
Meme Apps



Photo Editors



Radio



Music Player



# Top Audiences Using Entertainment Apps



## Entertainment Enthusiasts

Users who love various forms of entertainment and frequently seen in such POIs



## Dining Out Enthusiasts

People frequently visiting restaurants and cafes



## Frequent Shoppers

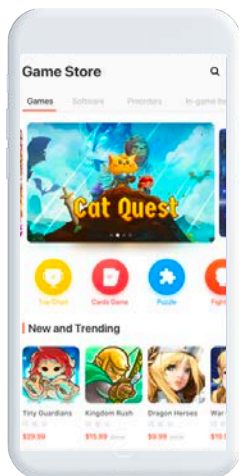
People frequently using visiting shopping centers, supermarkets and grocery stores



## Sports Enthusiasts

People frequently using sports apps and seen around stadiums and sports centers

# Gaming Category Insights



**68%**

Spike in downloads of gaming apps

**51%**

Increase in usage of gaming apps

**Mobile gaming has seen an enormous rise across the board in both new user acquisition and usage as people have more time at hand and are bored at home as a result of self isolation.**

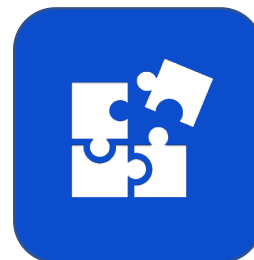
## Top Performing App Categories for Gaming



Casual Games



Word Games



Puzzle Games



Action Games



Arcade Games

# Top Audiences Using Gaming Apps



## Students

Users identified as school or college goers in Australia



## Dining Out Enthusiasts

People frequently visiting restaurants and cafes



## Moms

Females identified as having children



## Sports Enthusiasts

People frequently using sports apps and seen around stadiums and sports centers

# News, Finance and Business Category Insights



**137%**

Spike in downloads of news apps

**68%**

Increase in usage of business and finance apps

**With Work-From-Home becoming the new norm and the overall economy and business ecosystem going through a 360-degree shift, the use of mobile apps to stay updated with the current environment and the business world has become indispensable. From checking the latest Covid-19 updates to stock markets, emails and even managing their schedules – everything is happening on mobile.**

## Top Performing App Categories for News, Finance and Business



News Update Apps



Stock Market Apps



Alarms and Reminders



Communication Apps



Podcasts



# Top Audiences Using News, Finance and Business Apps



## Frequent Shoppers

People frequently using visiting shopping centers, supermarkets and grocery stores



## High Net Worth Individuals

Financially the most stable individuals and with high assets and spending power



## Dining Out Enthusiasts

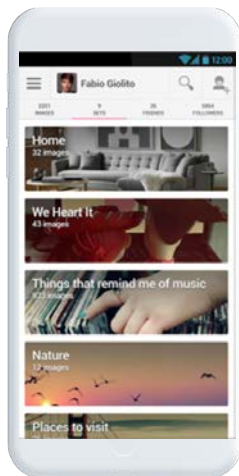
People frequently visiting restaurants and cafes



## Sports Enthusiasts

People frequently using sports apps and seen around stadiums and sports centers

# Social and Lifestyle Category Insights



**109%**

Spike in usage of social apps

**89%**

Increase in downloads of lifestyle apps

**With social distancing and self isolation becoming the new norm, social media and networking activities have seen an enormous rise, with people turning to digital to spend time and connect with their loved ones.**

**Another interesting increase is witnessed in the usage of horoscope apps, with religious apps too spiking in usage due to Ramadan.**

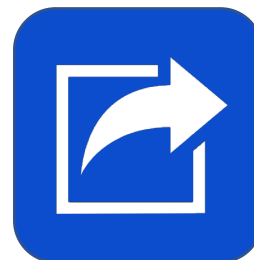
## Top Performing App Categories for Social and Lifestyle



Dating



Communication & Social Networking



Media Sharing



Communities & Blogging



Astrology and Religion

# Top Audiences Using Social and Lifestyle Apps



## Students

Users identified as school or college goers in Australia



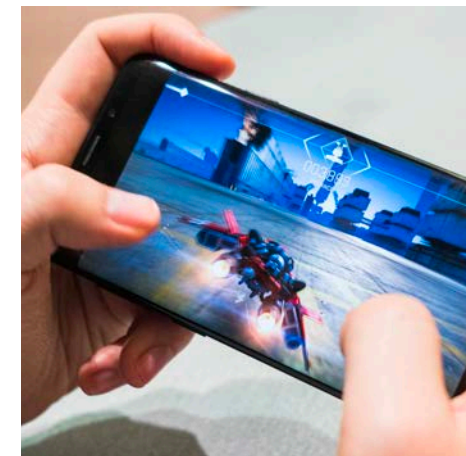
## Frequent Shoppers

People frequently using visiting shopping centers, supermarkets and grocery stores



## Moms

Females identified as having children



## Gamers

People frequently using gaming apps





## Unique Data Signals

SDK data that delivers the richest “truth-set” of consumers (location, app level data, and offline and online behavior).



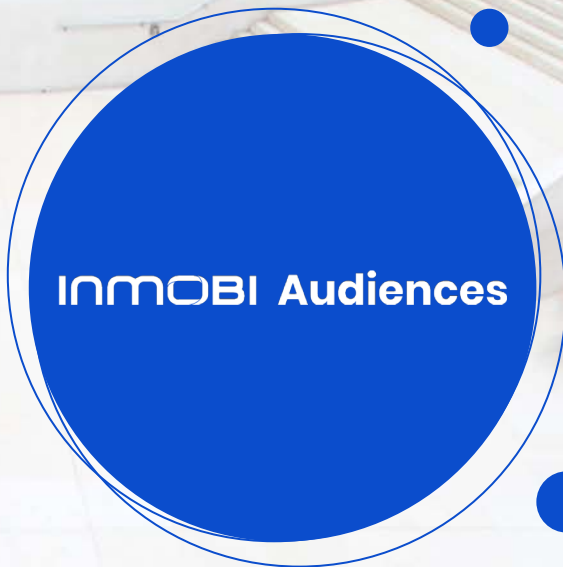
## Accuracy at Scale

Audiences created using advanced AI that preserves quality of data while delivering global scale.



## Always-on

500+ ready to use audiences, relevant and reflective of changing consumer behavior





InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

## InMobi Marketing Cloud



# About InMobi Group

InMobi Group's mission is to power intelligent, mobile-first experiences for enterprises and consumers. Its businesses across advertising, marketing, data and content platforms are shaping consumer experience in a world of connected devices. The group's portfolio companies include InMobi Marketing Cloud, TruFactor – a Secure Data Platform for businesses, and Glance – the world's first Screen Zero. InMobi Group has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit [inmobi.com](http://inmobi.com)



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2018 CNBC 50 Disruptor List

**MIT Technology Review**

50 Disruptive Companies



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