

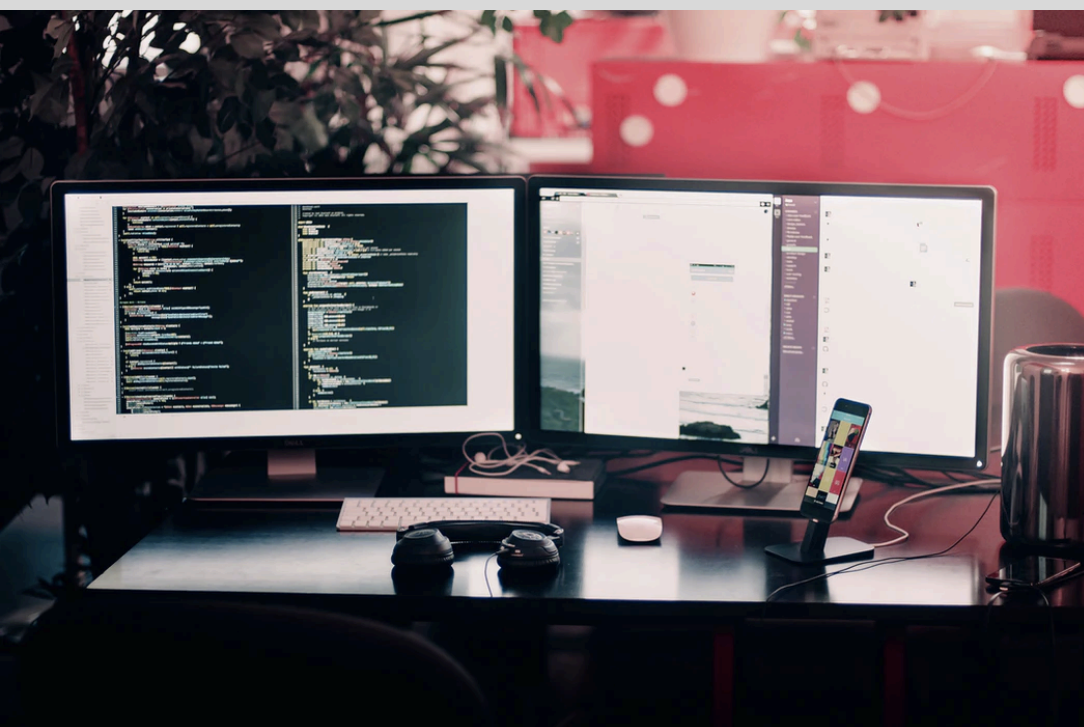


Responding to Coronavirus: For Technology Advertisers

The novel coronavirus outbreak, also known as COVID-19, has severely affected nearly every aspect of our lives, and technology is no different. As more people are living under stay-at-home orders and restrictions, there has been a focus on technology development and implementation to help ease everyday life. However, even with these efforts, the technology industry has still been hit. As supply chains are being impacted and value chains have shifted, technology providers are looking for new ways to keep their employees safe, while continuing to release and deliver current and new products.

Whether you're a B2B or B2C technology company, Digilant is committed to closely monitoring the impact of coronavirus on consumer behavior in order to provide the best digital advertising recommendations to advertisers during this time of uncertainty.

In this guide, you'll find six things you should consider to stay connected to customers and to prepare for economic recovery during this challenging time.



01. INTEREST IN TECHNOLOGY IS UP

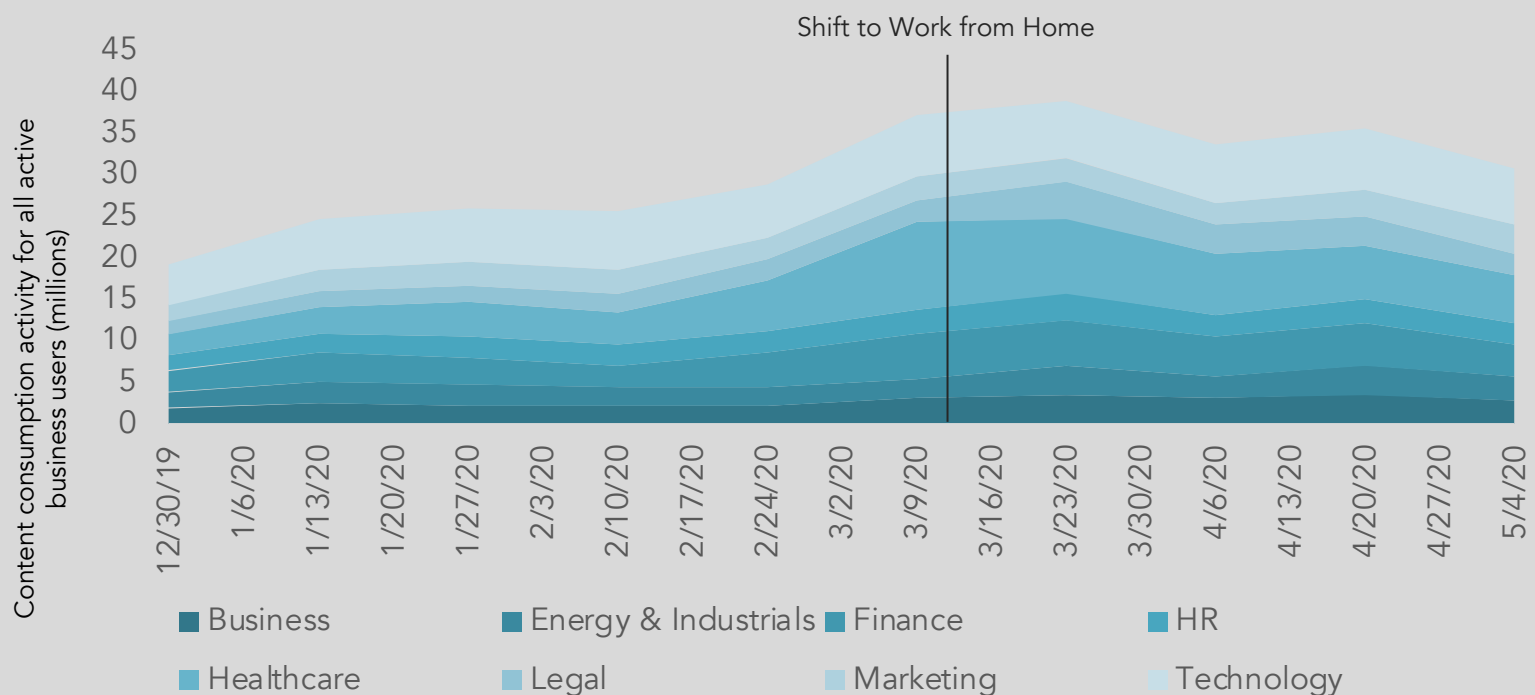
As people continue to navigate life during the coronavirus spread, they are looking to technology to help them along the way. Tech that alleviates some of the changes and helps to diminish the spread of the virus are very welcomed during this time. Innovation that reduces human-to-human contact, automates processes and increases productivity amid social distancing are some of the most desired technologies.

QUICK STAT

The number of worldwide daily active users of Microsoft's Teams has more than doubled between November 2019 and March 2020.

Source: Statista

CONTENT CONSUMPTION ACTIVITY BY TOPIC THEME FOR ALL ACTIVE BUSINESS USERS



02. DON'T BE AFRAID TO APPEAR NEAR CORONAVIRUS CONTENT

WHAT TYPES OF BRANDS DO YOU WANT TO SEE NEAR CORONAVIRUS CONTENT?

(March 2020, % of Respondents)



Many brands and companies are understandably concerned about having their content appear next to coronavirus content. However, there are certain industries that marketers believe can and should appear next to said content. Technology is one of them.

Consumers and businesses are looking for new ways to adapt to this “new normal” and technology is very promising. Advertisements that showcase how you can help businesses or consumers adapt better to this new normal we’re living in is extremely effective during this time. And, as a technology company, if your content appears next to news articles or video about the coronavirus, it is not harmful for your brand (which is not the case for many other industries).

With that being said, as with any digital advertisement, you still have to ensure you’re appearing next to verified, trustworthy content. This is more important now than ever as there has been an influx of false information spread surrounding the pandemic. Appearing next to **validated** coronavirus content is an essential differentiator in this situation. Utilizing tactics such as Digilant’s Curated Marketplace gives you control of exactly where your ads are being delivered.

03. SHIFT TO VIRTUAL EVENTS

In-person events and conferences are a major touchpoint for many technology and telecommunication companies, but the spread of the coronavirus has caused many of these events to be canceled or postponed. Because of this, several big brands like Facebook, Google, and IBM have pivoted their strategy and opted for virtual events instead. No matter the size of your company, in-person events can work just as well virtually, in the form of an online event.

Even outside of the current context, digital conferences have a lot of advantages over in-person events—they're easily scalable, and the hosts can have greater control over the proceedings. Early evidence also suggests consumers are willing to attend less high-profile virtual events. As an example, Virtual exhibition platform V-Ex reported that **over 50,000 people** have recently visited its online digital trade shows and sales environments.

It's important to make the shift to virtual events now as the platform will become more popular.

KEY INSIGHT

"Our data is showing a significant rise in demand for online events and it's been inspiring to see the innovative ways event creators are leveraging our platform. We expect online events will continue to play a big role in events post-pandemic"

Crystal Valentine | Chief Data Strategy Officer, Eventbrite

Source: USA Today

04. ONLINE SHOPPING IS ON THE RISE

Prior to the world-wide spread of the coronavirus, consumers were already turning to online shopping more than ever before. Between 2014 and 2021, online sales are projects to grow from \$1.3 trillion to \$4.5 trillion – resulting in a three-fold growth.

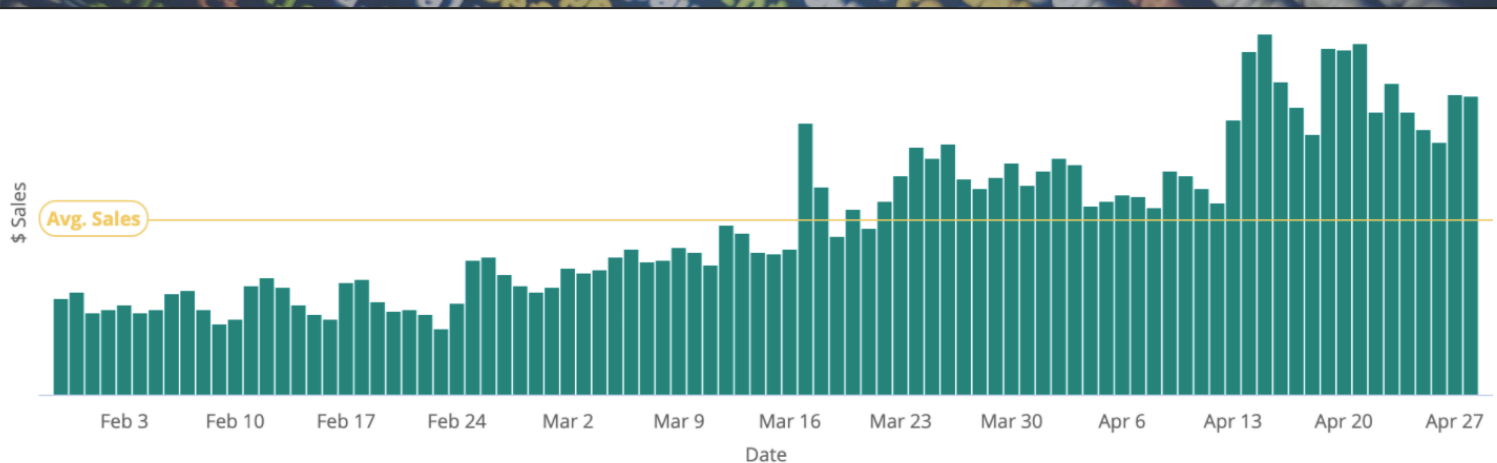
However, because the coronavirus pandemic has cause many brick and motor locations to close their doors, the shift to online shopping has been accelerated. At the start of the pandemic, consumers looked for online alternatives to make essential purchases, such as groceries. However, as the quarantine has continued, now consumers are looking to make more “discretionary” purchases such as beauty products, home décor and electronics. Between March and April, e-commerce sales grew 31.73%.

Its clear that consumers are still browsing and purchasing online. But what are consumers most drawn to?

- **Value-Conscious:** During this time, consumers are cautious about how much they are spending. Brands who offer incentives are seeing immediate returns.
- **Impactful Purchases:** Consumers are banning together to help support their communities in hopes of making a positive impact. Brands who highlight their philanthropic initiatives incentive shoppers to make purposeful purchase.

ONLINE SALES – ELECTRONICS

(February-April 2020)



05. UTILIZE ACCOUNT BASED MARKETING

For technology companies that function as a B2B unit, account-based marketing has proved to be an extremely successful tool. Tailoring content to specific stakeholders and then ensuring that content is seen by those respective people, greatly helps move business down the funnel.

Even though more people are working from home, rather than offices, you can still utilize ABM to reach your targets. Diligent works with partners who use a three-prong methodology to resolve individuals to domains and its use of a persistent unique identifier means that the shift to working from home does not impact its ability to monitor purchase interest even when an IP address may not be present.

Example Audiences that Diligent can target:

- *COVID-19 Business Decision Makers Individuals who are considered as decision makers within their organization.*
- *COVID-19 Business Conference Call Participants Individuals who use conference call software to communicate with family, friends, co-workers and business partners.*
- *COVID-19 Business Home Office Workers Individuals who are working from home.*
- *COVID-19 Business Small Business Owners Individuals who own and run small businesses.*

QUICK STAT

Companies that implement ABM have reported an **84%** improvement in reputation and **74%** improvement in customer relationships.

Source: Roll Works

QUICK STAT

ABM budget saw an estimated **41%** average increase in 2019

Source: HubSpot

QUICK STAT

60% of companies that use ABM saw a revenue increase of at least **10%** within **12 months**

Source: Super Office

06. CONSIDER ALTERNATIVE TARGETING STRATEGIES

In looking at the research of top and consumer channel trends, there is a wide range of support to continue to advertise and rethink your strategy:

- **Allocate more budget towards surging channels such as CTV & Social:** Now more than ever, people are on their screens and devices. As seen in recent research, TV and social are on the rise, alongside overall web traffic.
- **Reach existing customer base with tactics such as CRM Onboarding** – By focusing on upselling & staying top of mind with a current audience base, brands can avoid fading from awareness. Target past converters, drive higher engagement and utilize direct mailing lists via CRM Onboarding. Digilant's **Look-A-Like Targeting** tactic also allows advertisers to reach users who act most like their most loyal customers.
- **Utilize LiveIntent for email newsletter targeting:** Email engagement is likely to increase as people are working from home, practicing social distancing and isolating themselves.
- **Crawl, walk, run approach:** Instead of going dark waiting for events and conferences to be rescheduled, focus on upper-funnel strategies for the time being. With tactics such as Behavioral Targeting, Whitelisting & Keyword Targeting, Digilant can help you reach your target audience and further brand perceptions.

QUICK STAT

LiveIntent has seen a **5% increase** in email opens after just one week, as more people work from home during the COVID-10 outbreak. We expect this to increase.

Source: LiveIntent



Questions?

There's a lot going on right now. Social distancing is impacting how we all do business and we know there is concern over the days ahead. Not only do you have to worry about your health and the health of your family, but you have to find the best path forward for pursuing your company's objectives for the year.

We are (and have always been) optimists and believe that we will get through this together.

We are with you for the long haul and will continue to provide relevant insights and guidance as you navigate this new normal. You can reach us with any questions or concerns at digilant.com/contact or info@digilant.com.

