

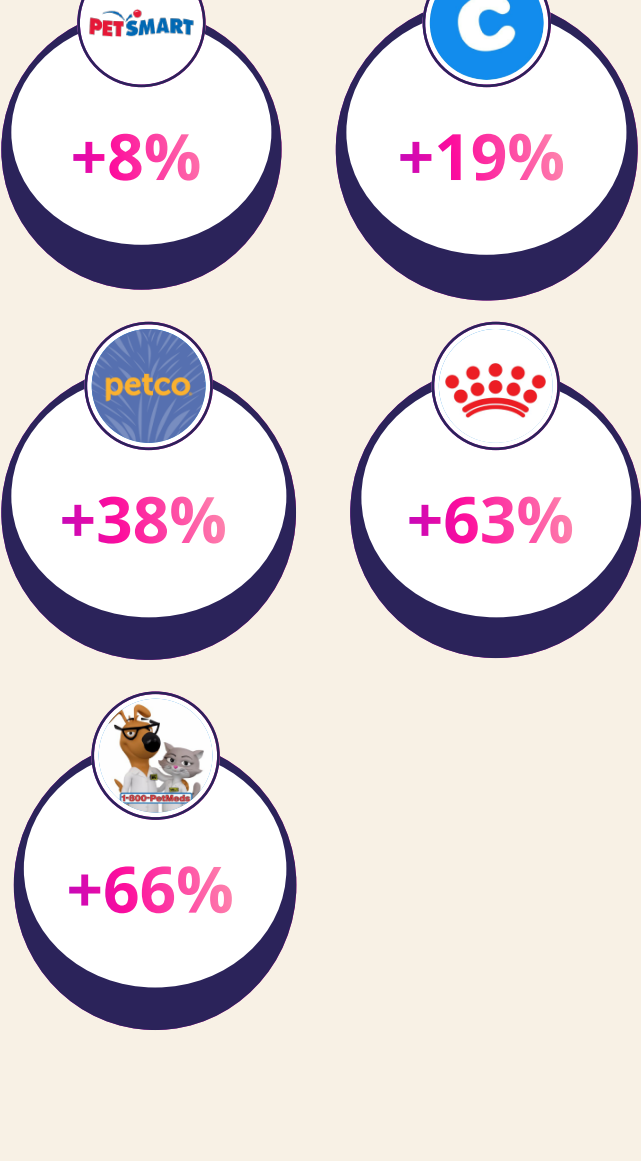
Covid-19 decides what ads you'll see next

Less men's clothing, more women's clothing and goods for pets.

improvado 01

Pets & Animals

80% of companies increased Ad spend budget or kept it stable.



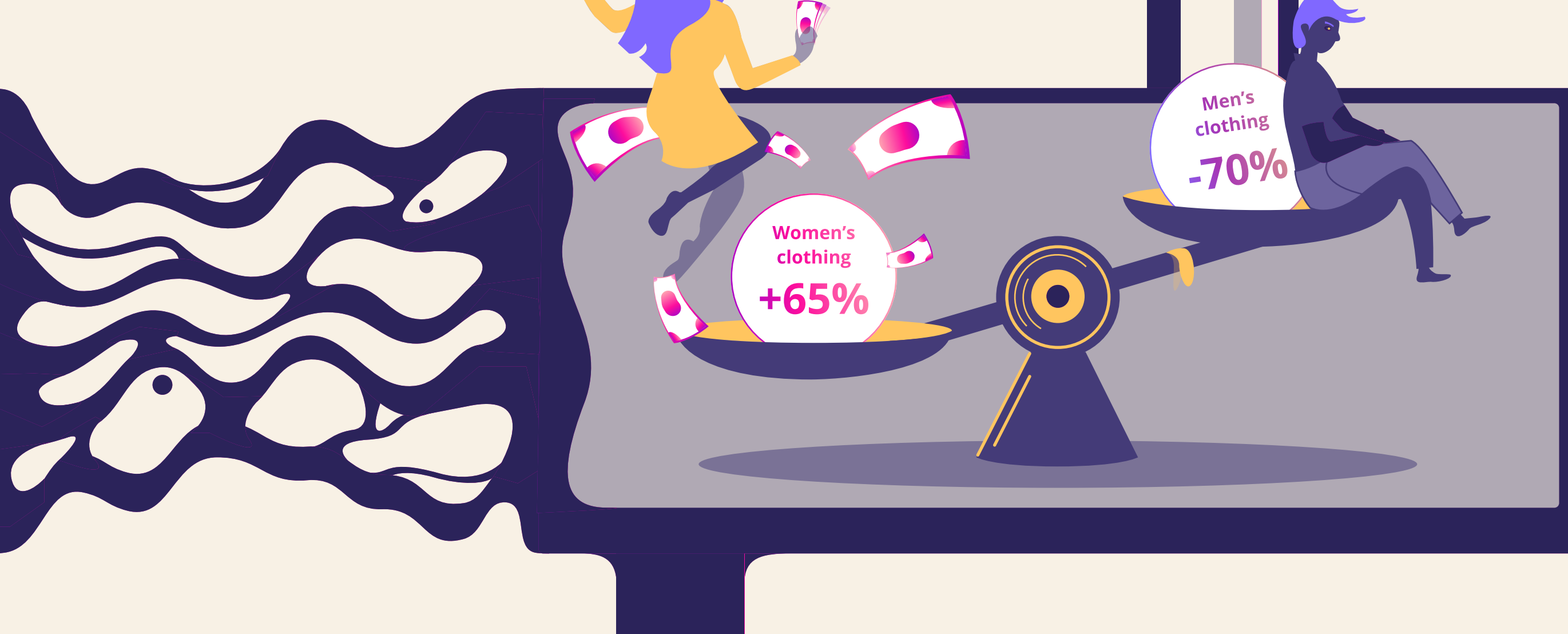
WHY NOW?

- You are with your pet all the time now.
- You want your pet to be happy.
- You need to keep them exercised and occupied during business hours.
- Why not buy something tasty for your good girl or boy?

improvado 02

Retail

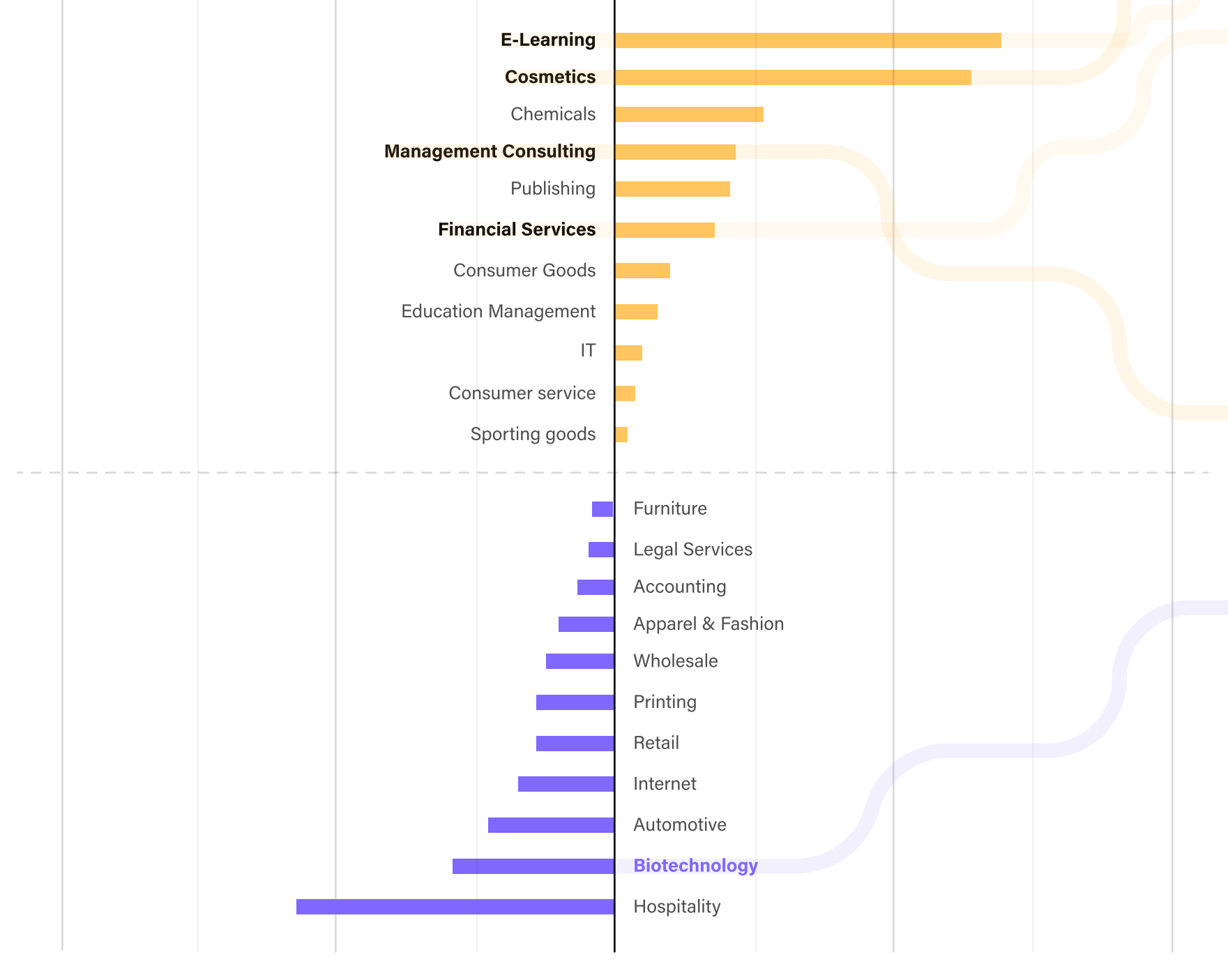
- Overall retail shows a decrease in ad spending by **12.5%**
- However, women's clothing retail companies increased their ad spending by **65%**.
- At the same time men's clothing retails companies decreased ad spending by **70%**.



*We have no idea why that is

E-Learning and Cosmetic companies increased ad budgets by almost 3 times more than any other type of company.

Ad spend growth by industry



Cosmetic companies have to spend more on advertising since barbershops and beauty salons are closed

Lockdown strongly drives the growth of E-Learning

E-learning **+70%**

Financial Services **+16%**

Management Consulting **+21%**

Biotechnology **-29%**

Management consulting companies are trying to ride the wave of business optimization related to shift to remote work and financial recession.

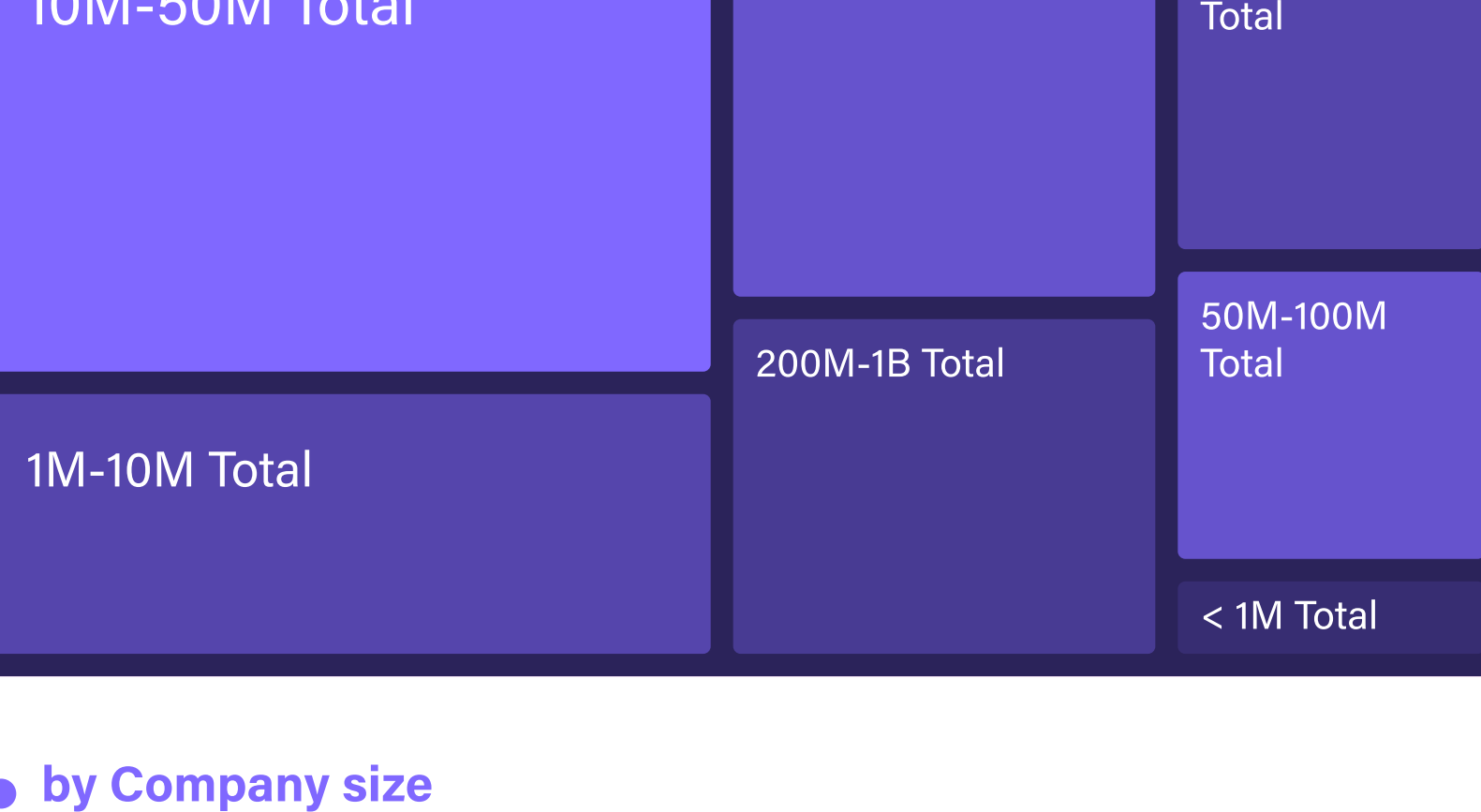
Since Biotech companies face huge demand they decreased their ad budgets.

improvado 04

Size Matters

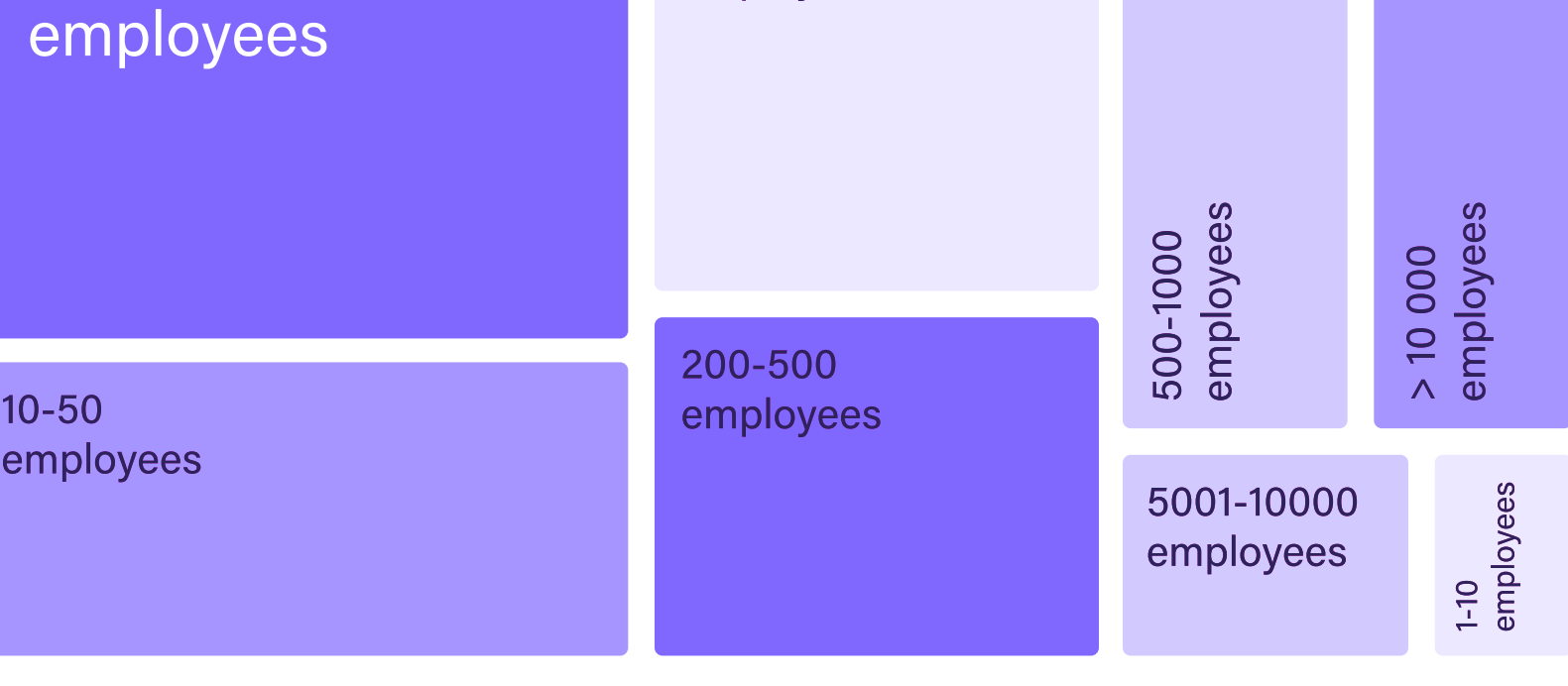
Relatively small companies by the number of employees with high revenue survive much better than others.

by Revenue



Companies with a higher revenue hold their market positions better showing less of a decrease in ad budgets.

by Company size



Companies with **10-500 employees** hold their positions much better than very small (1-10 ppl.) and very big companies with the number of employees from **500 to 10000** and higher

The reason why enterprise companies respond to the crisis worse than relatively small ones is the speed of changes a smaller company can implement.

Big companies change slower, huge resources don't help.

Small companies with high revenue are able to change quickly. Thus, they have an opportunity to increase their marketshare.

improvado 05

Tips for Sales Depts

- Be data-driven. It's more important now than ever before. Lots of invisible changes are happening as new risks and opportunities appear.
- Use data from different sources in order to get a reliable outcome. Raise priority for middle-sized IT companies since they show high sustainability during COVID-19 crisis.
- Raise priority for small companies 50-500 people with high revenue.
- The world is changing quickly. Don't be afraid to quickly change priorities. A radical events call for radical thinking and awareness.
- Such companies are able to adapt and evolve faster than enterprise or micro companies with the number of employees less than 10.
- From a geographic standpoint, most fluctuations in ad spend are happening on the coasts.
- There are more than 7000 marketing platforms on the market. An average company uses dozens of them.
- It's very costly to build In-house solutions. Use data management and visualisation services like **Improvado** instead.



Covid-19 affection on US digital ad spendings report

We analyzed around **6000 companies** from our pipeline: extracted dataset with key details on the companies such as vertical, firmographics, revenue, adtech providers, etc.

After enriching this data with AdSpend evaluations based on different trusted data providers (SEMrush) and our own estimations, we applied machine learning algorithms, decision tree, and logistic regression model to the extracted dataset.

As a result, we've been able to predict the likelihood for different categories to increase ad budgets.



TALK TO AN EXPERT

We're friendly and always available to chat. Reach out to us at anytime and we will be happy to answer your questions.