

TAPAD



Everyone's Gone Remote

NORTH AMERICAN EDITION

The Sudden Impact of Stay-at-Home
on Consumer Digital Devices

MARCH 2020





All Signs Point to Increased Connectivity

Throughout March, mandatory stay-home policies for work and school across North America had a dramatic impact on time spent across internet-connected devices in the home. Tapad's billions of real-time signals fuel the data we use to build our graph, allowing us to aggregate and share user trends as they develop so you can better understand the changing habits of your audience. And the trends, they are a-changin'.



**Analysis is based on internal event level data from 3/2-3/5, 3/16-3/18, and 3/23-3/25.*





Smartphone is Still Your Side Piece

There was no surprise to the change in mobile activity due to the shift to at-home life, with users continuing to passively engage with their phones — up an average of **20%** throughout all dayparts.



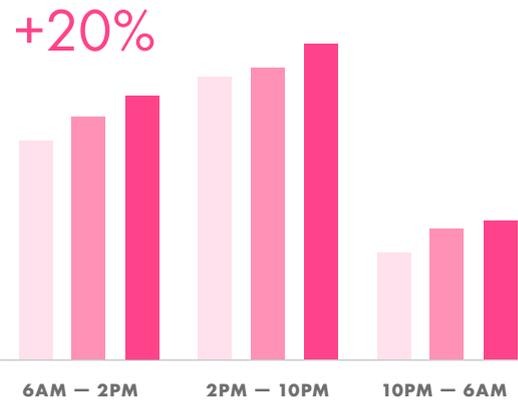
Desktops and Tablets Still Have Game

Tablet and desktop activity had huge gains during key work and school hours of 6am-2pm, up **34%** and **22%** respectively; and desktop even held onto those increases overnight.

TRADITIONAL DEVICE TRENDS

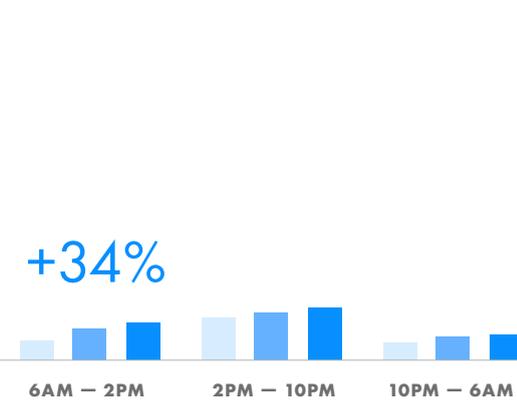
MOBILE

WEEK 1 WEEK 2 WEEK 3



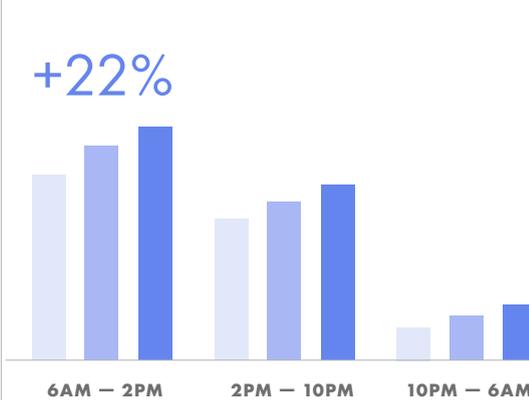
TABLET

WEEK 1 WEEK 2 WEEK 3



DESKTOP

WEEK 1 WEEK 2 WEEK 3



TAPAD TIP 🙌

If you're not applying cross-device targeting to campaigns, you're missing out on a surge of engaged users.

WE SPOT AN UPSIDE 📣

Marketers are still estimating a potential **41% drop** in desktop display advertising spend, according to the IAB, which means brands still spending on this screen could reap big benefits.¹

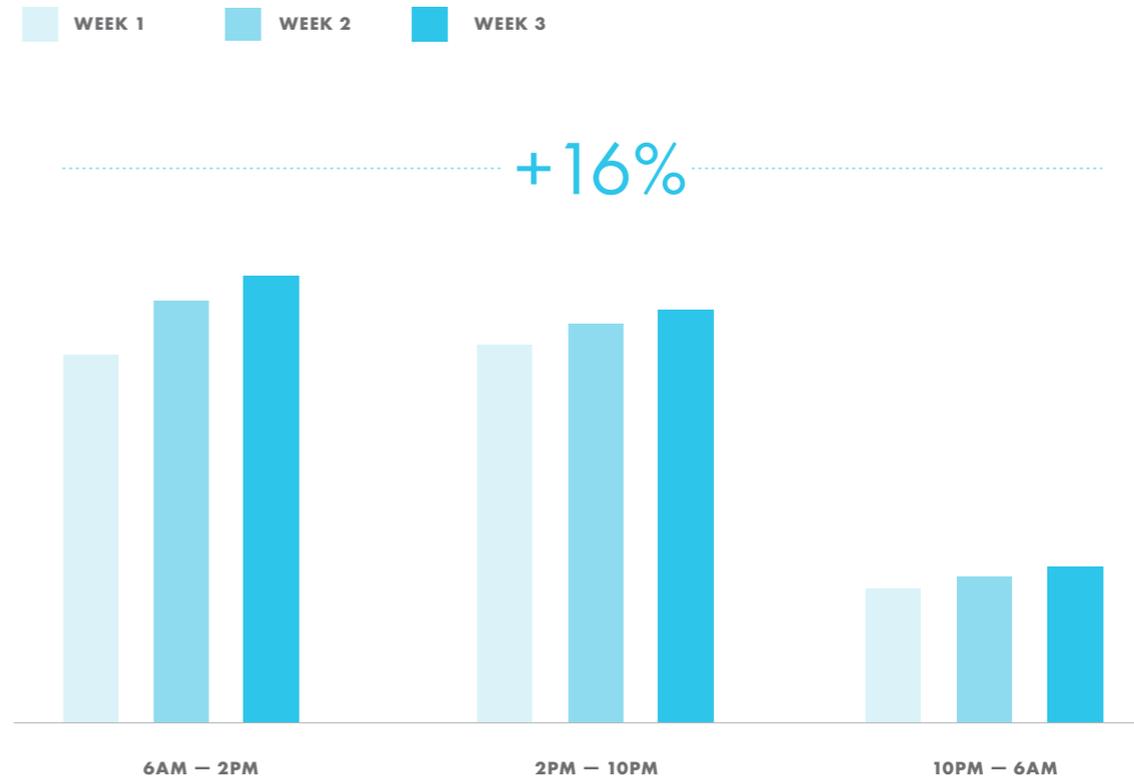


Cookies are Still Dropping Like They're Hot

Web cookies are **up an average of 16%** throughout all day parts as users spend time across devices searching and consuming content via browsers.



WEB BROWSING TRENDS



TAPAD TIP 🙌

Traditional display isn't out of style. Don't limit your campaigns to targeting only apps or OTT.

IT'S A WIN-WIN 🙌

According to The Trade Desk, desktop display usage has **increased 20%** which means more programmatic inventory for you to take advantage of. ²



I Stream, You Stream, We're All Streaming All the Time

CTV activity is soaring, as users are kicking off their days with **60%** more streaming activity on connected devices.

With people not working, or shifting work hours, late and overnight activity increased almost **40%**.



CONNECTED TV TRENDS



TAPAD TIP 🙌

Consider new dayparts as consumers adjust for their new work-at-home dynamics.

JUMP ON THE BANDWAGON 🙌

66% of consumers say the stay-at-home situation increased their consumption of streaming content.³



More Activity, More Opportunity.

Users are logging onto more devices and browsing more content at home than ever before. From desktop to newer streaming platforms, it pays to know where your consumers are engaging online.

Want to know more? Check us out at tapad.com/identityvisual or contact sales@tapad.com



¹IAB proprietary research, March 2020 ²The Trade Desk internal data, Feb-March 2020

³IAS, Streaming Wars Wave 2: The Impact of Stay-at-Home Behaviors on CTV, April 2020

