

# Lockdown Lowdown.

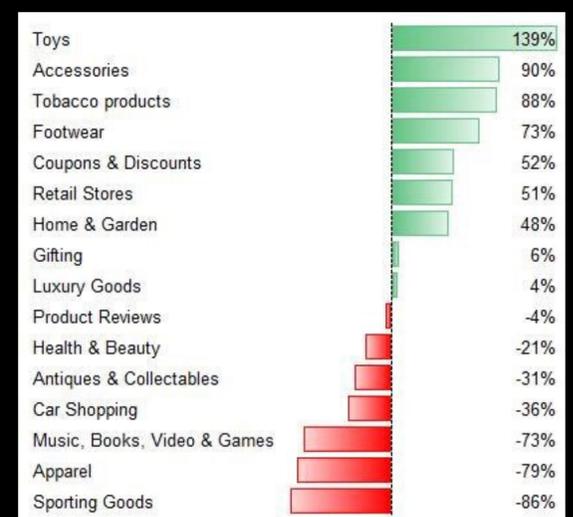
Issue 3 of M.i. Media's round-up of the latest market, industry and media trends

As we enter the seventh week of lockdown in the UK, brands are beginning to pick up on significant shifts in consumer behaviour. In the third edition of M.i. Media's Lockdown Lowdown, we explore the data behind these changes and how brands are reacting to these difficult times.



## MiQ report increased propensity to shop online in the UK

Despite the falling consumer propensity to spend on non-essential categories, [MiQ data](#) is showing the UK is witnessing a strong online interest for certain retail products namely tobacco, toys, accessories and home improvement. The interest in health and beauty, car accessories and sporting goods has taken a considerable hit.



## How Brands behave during COVID-19 will impact on future customer behaviour

There is a very strong sense prevailing that people are watching brands' behaviour very closely during this period. TI Media Heart of Britain research shows 73% of UK adults are angry with companies owned by multi-millionaires and multi-billionaires seeking to furlough or lay-off staff because of the crisis. Almost two-thirds of consumers (62%) plan to never shop again with brands seen to be profiteering from the crisis. On the flipside, 68% of UK adults are feeling more favourably about Brands that are helping in their local community.



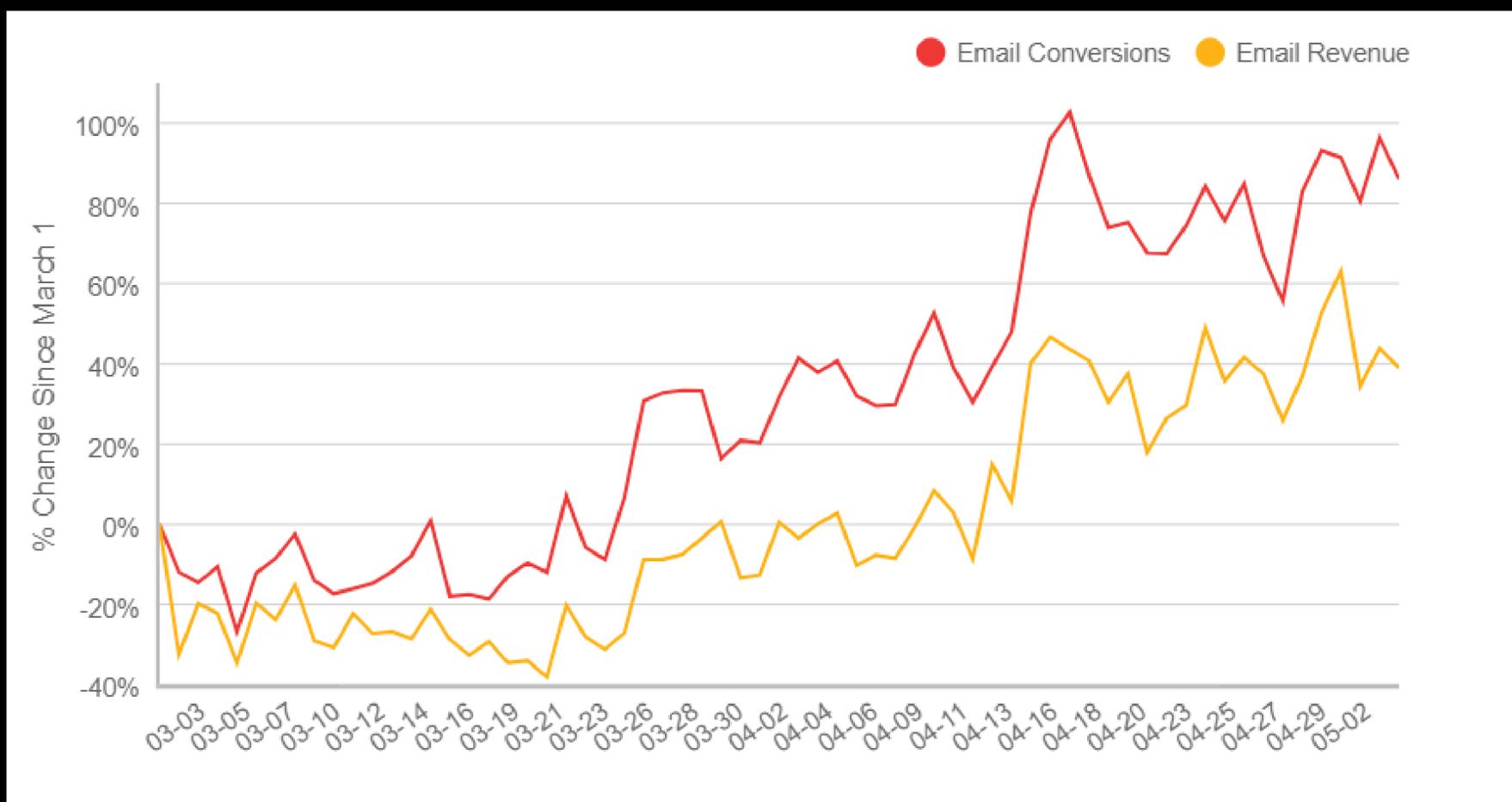
## LinkedIn's up to 690 Million members and reports 26% growth in user sessions

As part of its broader Q3 2020 Performance report, [Microsoft](#) has reported that LinkedIn has seen ongoing growth in both total members and engagement. But there's also been a slowdown in ad spend and job listings as the impacts of COVID-19 take effect. In regards to active usage, Microsoft says that LinkedIn sessions have continued to rise, up 26% for the quarter. Microsoft has reported ongoing sessions growth on LinkedIn, with the platform seeing "record levels of engagement". Similar trends have also been seen on [Twitter](#), where monetizable daily active users are up 24% year-over-year.



## Surge in email performance for retail brands vs pre-COVID levels

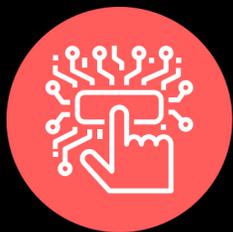
According to analysis conducted by [BounceX](#) of the retail sector, there has been a significant increase in email open and conversion rates since 1st March. Open rates have increased by as much as 40%, conversions by over 80% and revenue generated by email by over 40%. Consumers appear to be getting their shopping fix by browsing their inbox instead of the high street.





## Sky offers 100 SME business the opportunity to advertise on TV for free

Sky has announced a scheme called the [SME100](#) – a £1m fund which will allow 100 businesses to run £10k campaigns via their AdSmart tool free of charge. Qualifying businesses must have been running in the UK for at least one year, with up to 50 full time employees and have not advertised on TV for at least 12 months. Sky's intention is 'to benefit local businesses that need support during this time'.



## 15% of programmatic supply chain costs unattributable

ISBA's Programmatic Supply Chain Transparency [Study](#) has found that only a fraction (12%) of 267 million ad impressions, paid for by brands to be served on publishers' websites, could be accounted for or 'matched'. The research carried out across 15 advertisers and 12 publishers found that, on average, nearly one in six (15%) of advertising pounds spent on these ads are being lost in the system. Whilst there is clearly value in display, shown in measurable results delivered to clients business, there is more to be done by all those that sit across the programmatic supply chain to drive transparency and standardisation across display.

