

ANALYSIS: COVID-19 CONVERSION VS. 2019

OBJECTIVE

A midsize southwest publisher wanted to understand how 2020 performance compared to 2019. The source and audience of conversions was of particular interest.

APPROACH

March 2019 – July 2020 conversions were analyzed by engagement group and compared to trends from last year. The Fanatic segment was isolated for detailed performance analysis.

RESULTS

- Engagement is the primary driver of conversions in 2020.
- Uptick in volume of Fanatic users is the primary driver of the spikes in conversions observed during March – June 2020.
- Fanatic volume grew over 3X and the proportion of total Fanatics grew by 2X, impacting total conversions 2X vs. 2019.
- Conversion ratio for all users (0.04%) stayed consistent while Fanatic conversion ratio declined (1.4% in 2019; 0.77% in 2020).
- Proportion of conversions from the Fanatic segment also declined Y-o-Y (64% in 2019; 58% in 2020).

3.5X

growth in
**FANATIC
USERS** vs. 2019

2X

growth in
**% FANATIC and
CONVERSION**

50%

decline in the
**FANATIC
CONV. RATE**

Year Over Year Performance Metrics: Indexed vs. April 2019

