



Taboola

Taboola Insights U.S. Weekly Update 4.28.20

Overview:

Please note the distinction between Network and Newsroom data. **Network** data reflects the category of a publisher or campaign and the related engagement metrics. **Newsroom** data shows how readership topics are changing across a 30 day period; increase/decrease of traffic to a topic from the past 15 days are compared to 15 days prior. For example, health & wellness is the most read topic, while business is the publishing site readers are turning to most, so you could conclude that readers are reading wellness related articles on sites like Business Insider.

Network Category Engagement:

- SC campaigns in **finance** (+50%), **fashion** (+29%), **auto** (+29%) and **home** (+20%) are all receiving significantly higher engagement over the timeframe of post-COVID versus pre-COVID (Jan 1- Mar 16 vs. Mar 17 - Apr 26)
- We looked at mobile vs. desktop CTR - fashion, finance, and lifestyle perform best on mobile
- In 2020, mobile has seen an average of:
 - **188%** higher **vCTR** than desktop
 - **51%** more **pageviews** than desktop

Network Readership Data:

- We are seeing readership metrics normalize back from initial COVID related spikes. We are seeking YoY data to benchmark against for next week's release.
The past 2 weeks compared to the prior 10 week average:
 - **5% global, 4% U.S.** increase in daily readers
 - **0% global, 1% U.S.** increase in page views
 - **1% global, -8% U.S.** increase in time on page

Newsroom Topic Highlights:

- Readers on our network are reading articles about the following topics more over the past 15 days (compared to the 15 days prior): **sports** (+37%), **science** (+32%), **food** (+23%), **finance** (+21%), **business** (+17%) and **politics** (+11%).
- See the category intro slides for trends and predictions that provide suggestions on how best to use the data shared.
- If useful for you, see Insights from our **other regions** for the week: [UK](#); [DACH](#); [France](#); [Spain](#); [Brazil](#); [APAC](#).

Market share of overall traffic

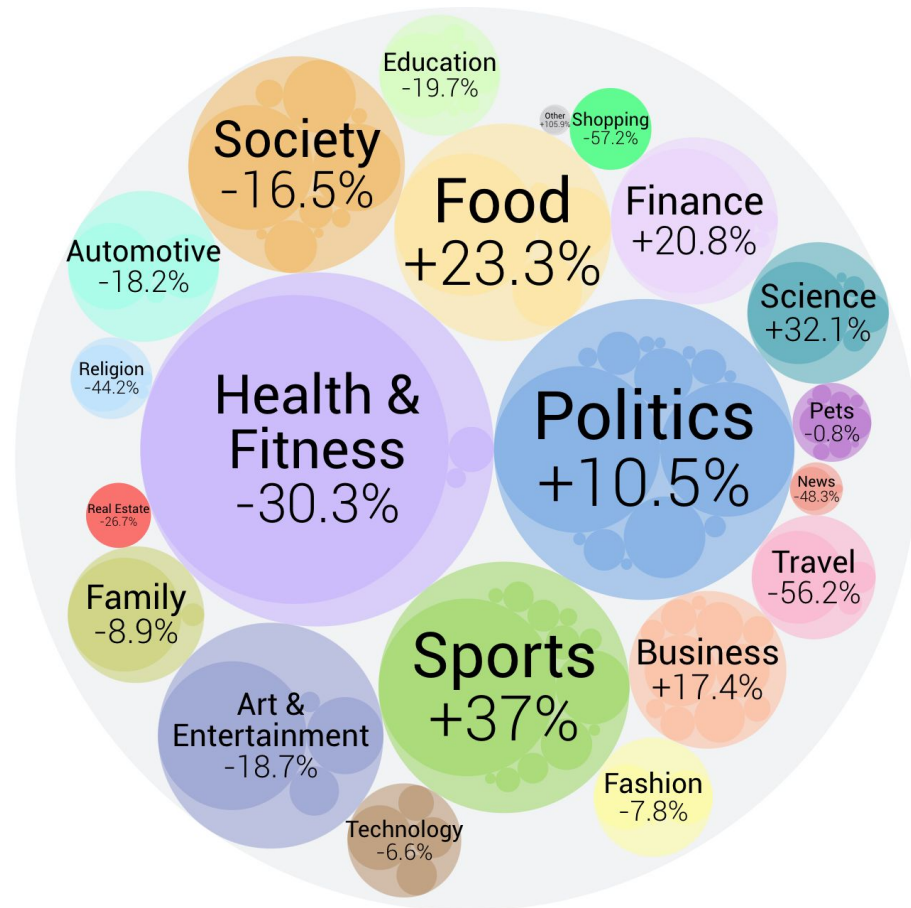
All traffic are in the last 30 days and all percentages are the last 15 days compared to the previous 15 days before that.

Market share of overall traffic

Health & Fitness	26%
Politics	21%
Sports	8%
Finance	8%
Society	6%
Art & Entertainm...	6%
Food	4%
Business	3%
Travel	3%
Family	3%
Science	2%
Automotive	2%
Shopping	2%
Education	1%
Fashion	1%
Pets	1%
Religion	1%
Technology	1%
Real Estate	1%
News	0%

% Change in readership

Health & Fitness	-30%
Politics	+11%
Sports	+37%
Finance	+21%
Society	-17%
Art & Entertainm...	-19%
Food	+23%
Business	+17%
Travel	-56%
Family	-9%
Science	+32%
Automotive	-18%
Shopping	-57%
Education	-20%
Fashion	-8%
Pets	-1%
Religion	-44%
Technology	-7%
Real Estate	-27%
News	-48%



TRAVEL

Trends & Predictions:

Readership about travel generally isn't as high as it was in last week's newsroom insights (was 8.8M and is now 3.8M) - but there is now a rise in readership about more specific travel: flight experiences and specific parts of the US.

We still predict that people may be hesitant for world travel in the near-future and will likely be more open to local adventures such as spending time at their local beaches and parks.

We will continue to monitor this vertical every week and will continue to share if this topic continues to trends/spikes.

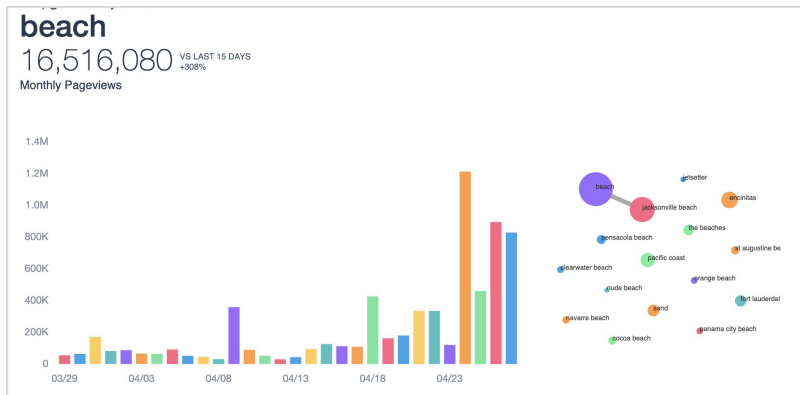
Aside from sharing this data with travel companies, you should also approach companies that offer outdoor gear (i.e. REI or Patagonia) to offer products for local outdoor trips.



Trending Keywords for Travel:

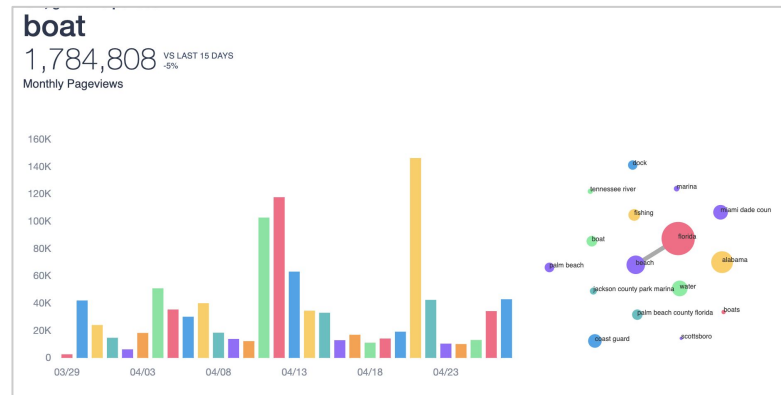
Beach

Monthly PVs: 16,516,080



Boat

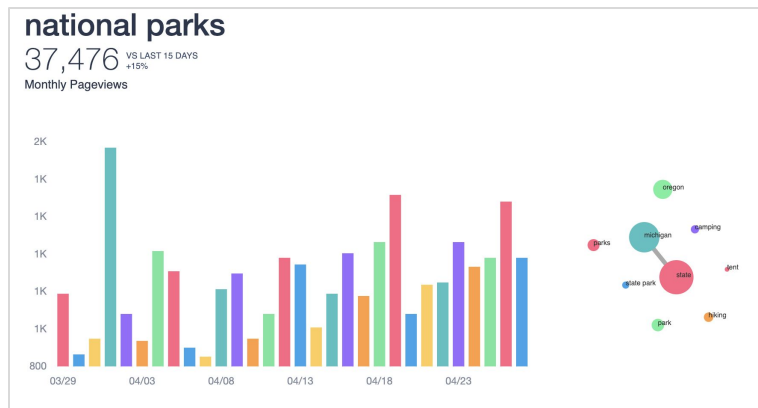
Monthly PVs: 1,784,808



Trending Keywords for Travel:

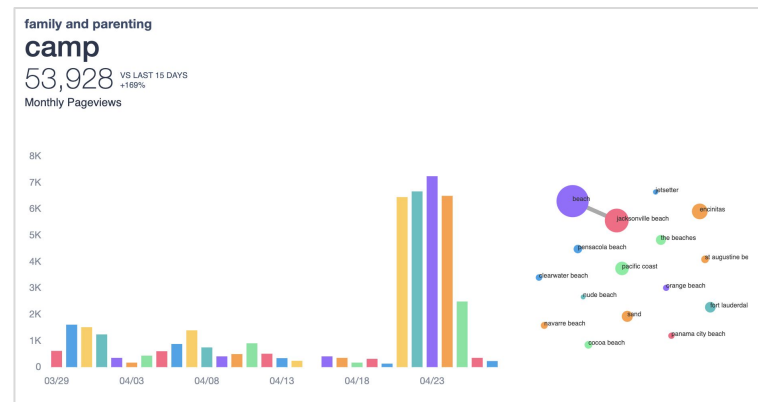
National Parks

Monthly PVs: 37,476



Camp

Monthly PVs: 53,928



Travel: Flight Experiences

A lot of people are reading interviews and blogs from travel agents and business travelers to understand what it's like to go through near-empty airports, and sit in a large commercial plane with more empty seats than people. Could simply be curiosity -- or research to evaluate if this is something worth doing once state restrictions loosen up.

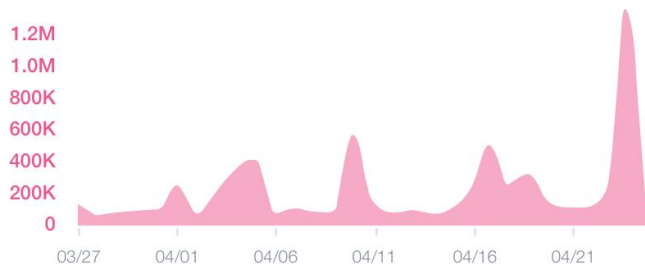
TRAVEL

Coronavirus, Flight Experience

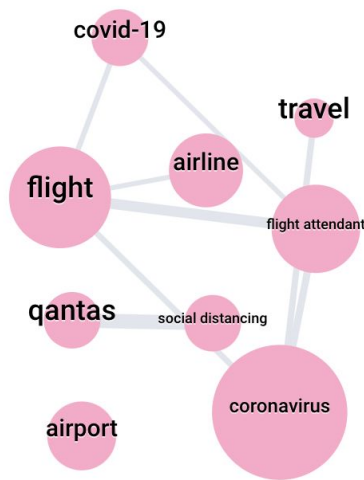
6.4M

Readership about flight experiences are up by 47%, reaching 6.4M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- I flew economy from NY to Austin during the coronavirus pandemic, and it was the quietest flight i've ever been on. Here's what it's like to fly on a ghost plane during the outbreak.
- A Delta flight attendant describes what it's like flying during the coronavirus pandemic with near-empty planes and 'ghost town' airports
- Flight attendant shared eerie photos of like on planes during the coronavirus outbreak
- I'm a flight attendant and this is what it's really like to fly during coronavirus
- What it's like to be a pilot during the coronavirus pandemic

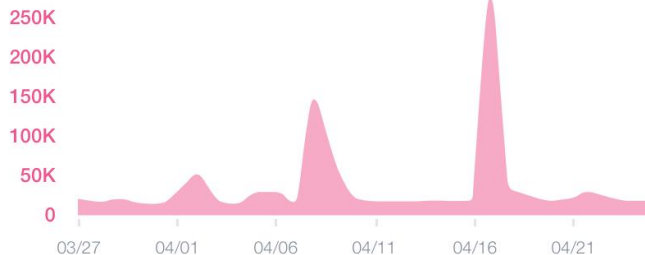
Travel: Florida

There has been an increase in readership about travel within southern Florida. Could be that people want to live vicariously through the wealthy who have houses in Fisher Island while stuck at home. Or maybe as predicted, people are considering traveling to a popular US destination once the state starts to open beaches, parks and businesses (currently estimated May 1).

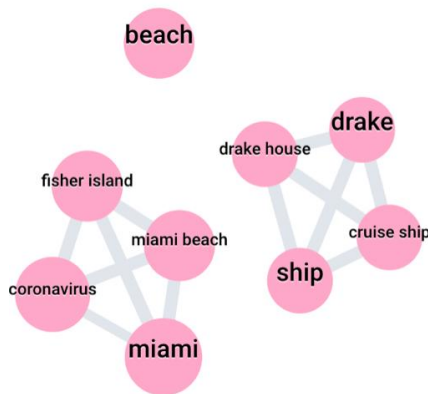
TRAVEL

Coronavirus, Miami, Fisher Island

1.1M Readership about southern Florida is up by 11%, reaching 1.1M PVs.
All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- 10 Best luxury hotels in Miami
- Undaunted by coronavirus, vacationers continue to visit Puerto Vallarta
- Fisher Island: on this pricey and private island near Miami Beach, everyone gets a coronavirus test
- Bad neighborhoods in Miami Beach and other warning dangers
- I got access to the richest zip code in the US, an island off Miami where the average income is \$2.2 million, the beaches have sand imported from the Bahamas, and the preferred mode of transportation is golf cars. Here's what it looks like.

AUTOMOTIVE

Trends & Predictions:

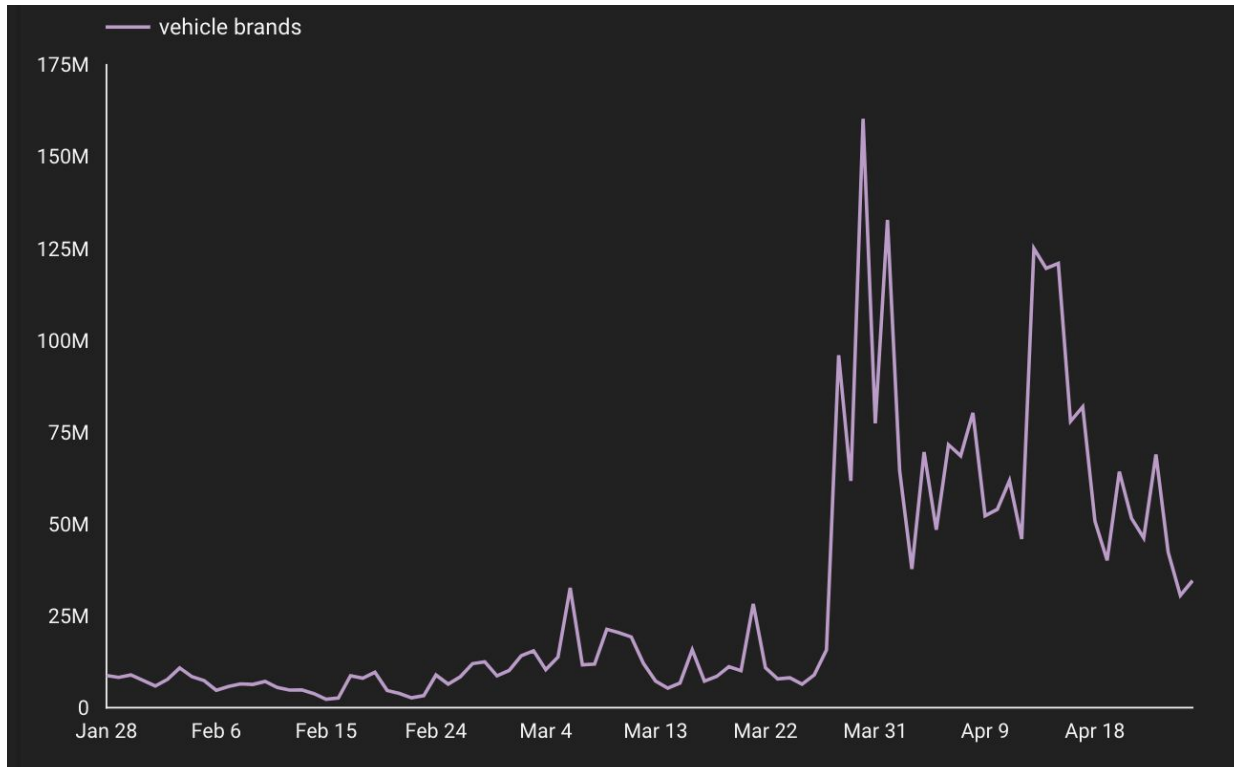
There has been continuous readership about cars, even in light of the coronavirus pandemic, and we have seen an increase in readership about vehicle brands and car insurance in April. We think this is because of a few reasons. A lot of car companies are offering payment relief options through the end of April. Many Americans have considered buying a new car, and as a result, are now comparing brands and insurance costs.

Any auto companies extending their financing deals beyond April 30th, as well as auto insurance companies should be promoting offers on our network right now.



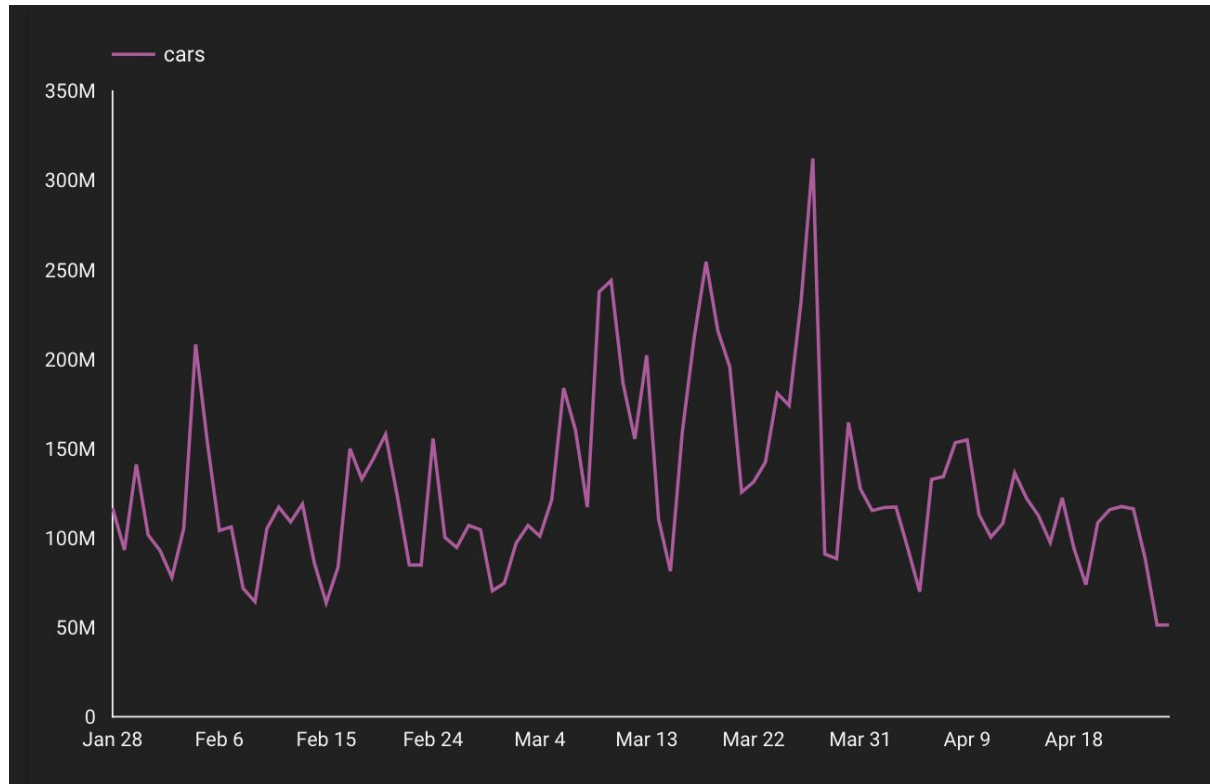
Automotive: Vehicle Brands (90 Day View)

Readership about vehicle brands has increased since the coronavirus started - likely because of the financing options that various auto makers are offering.



Automotive: Cars (90 Day View)

Readership about cars has remained strong on our network even post-coronavirus



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Automotive: Car Insurance

Readership about car insurance is up by 61%. People are likely more comfortable with purchasing a new car in April, with so many auto companies offering payment relief options through the end of the month - and in turn, are looking auto insurance options for that potential car purchase.

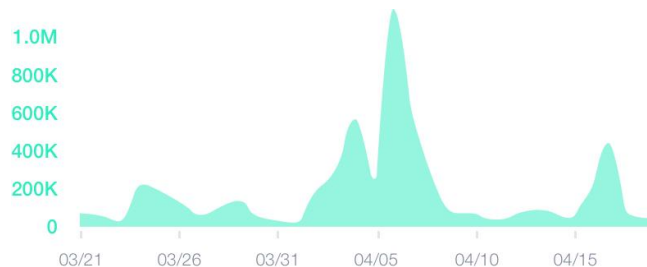
AUTOMOTIVE

Car Insurance, Coronavirus

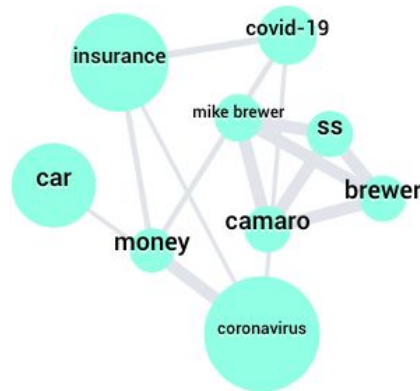
5.3M

All Traffic

Readership about car insurance is up by 61%. People are likely more comfortable with purchasing a new car in April, with so many auto companies offering payment relief options through the end of the month - and in turn, are looking auto insurance options for that potential car purchase.



Top Terms Matrix



Example of similar articles on Taboola network

- Insurance companies are now providing flexible payment options during the coronavirus and economic crisis
- 5 Options for reducing car insurance costs if you're driving less amid the coronavirus pandemic
- Car buying during coronavirus shutdown: you can kick the tires, but no test drives
- Looking for car payment relief amid coronavirus? Auto dealerships 'scared', too
- Car companies try to assure buyers during coronavirus pandemic

FINANCE

Trends & Predictions:

People are still searching for help with their finances. Can our advertisers help provide guidance on managing their stock portfolio? Can they offer insurance at a lower rate than their competitors? Can they provide financial advice or interest-free loans to small businesses who aren't receiving money from the government? For those who should receive a stimulus package, what do they do if they haven't received their money yet? For those who did receive a stimulus package, how do you make that money last longer and how do you file it in your 2020 taxes? What recommendations do they have for people who are looking to sell, buy and pay for a house during this economic recession? How should people manage student loans - especially if they just lost their job or are seniors in college?

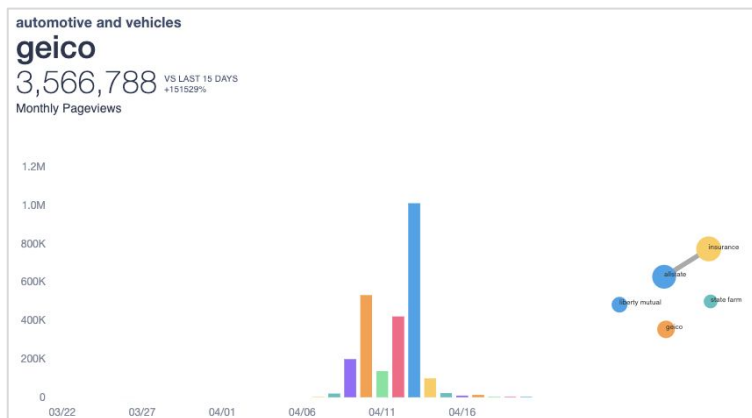
If you have an advertiser who can help with any of the above questions, share this data with them and suggest they promote their offerings or services on our network.



Trending Keywords for Finance:

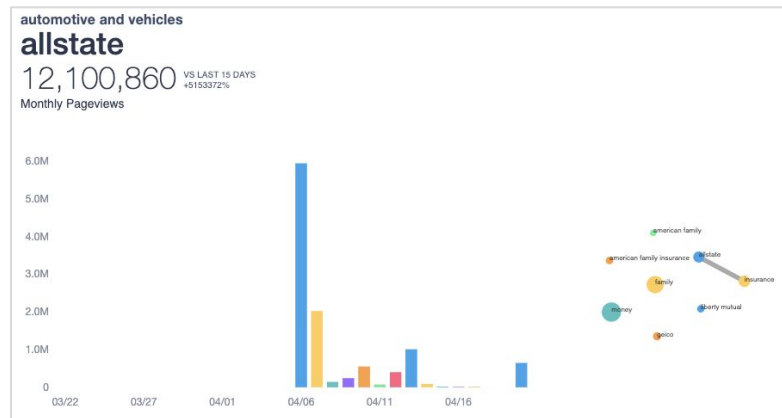
Geico

Monthly PVs: 3,566,788



All State

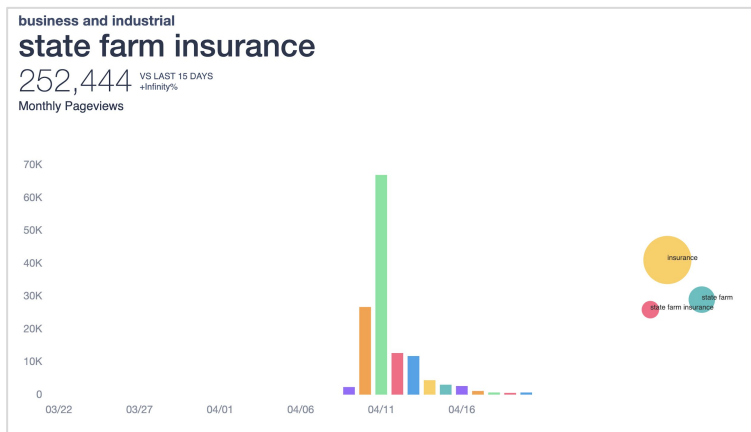
Monthly PVs: 12,100,860



Trending Keyword for Finance:

State Farm Insurance

Monthly PVs: 252,444



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Insurance

Insurance saw a huge jump this week by 1,795%. Readership spiked in mid-April and has stayed relatively steady ever since. People are reading about a range of insurance categories including health, business and auto.

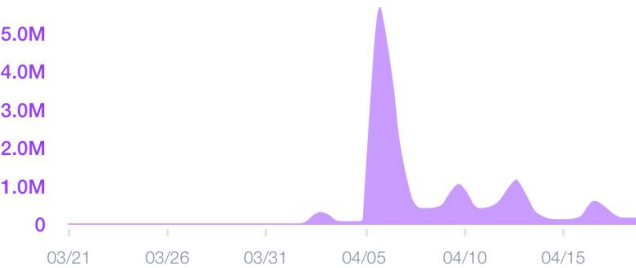
FINANCE

Finance, Insurance, Coronavirus

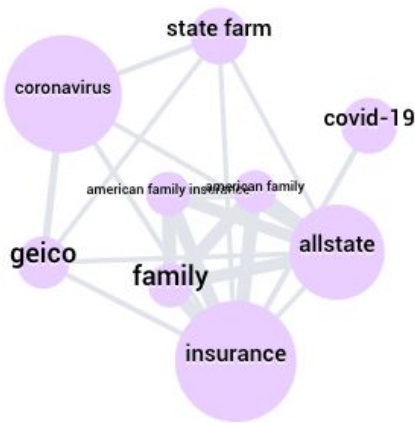
14M

All Traffic

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Top Terms Matrix



Example of similar articles on Taboola network

- Insurance fights looms over coronavirus business interruption
- 11 insurance companies that may help with payments during coronavirus
- Coronavirus impact: Extend date for health insurance policy renewal till April 21, IRDAI to insurers
- The Indiana Repertory Theatre taking insurance company to court for “business interruption” tied to the coronavirus crisis
- Here’s exactly what relief auto insurance companies are offering drivers during the coronavirus pandemic

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Home Insurance

There are a lot of reasons why this is a popular topic right now: there have been two destructive Tornadoes to hit the US in the past couple of weeks, cities in the midwest, northeast and Colorado are still experiencing major snow storms, self-isolation is reducing pollution/helping to reduce climate change and Earth Day is this month.

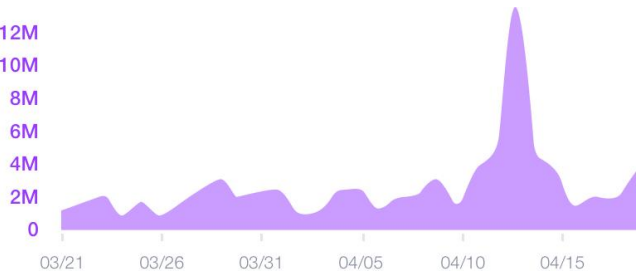
FINANCE

Weather, Tornado, Climate Change

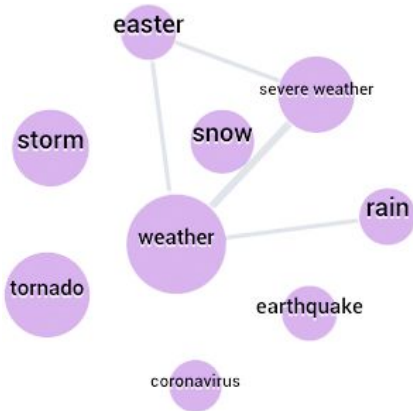
14M

All Traffic

Despite being stuck inside homes, people are still very interested in reading about the weather - and this topic is up by 278%, reaching 14M PVs.



Top Terms Matrix

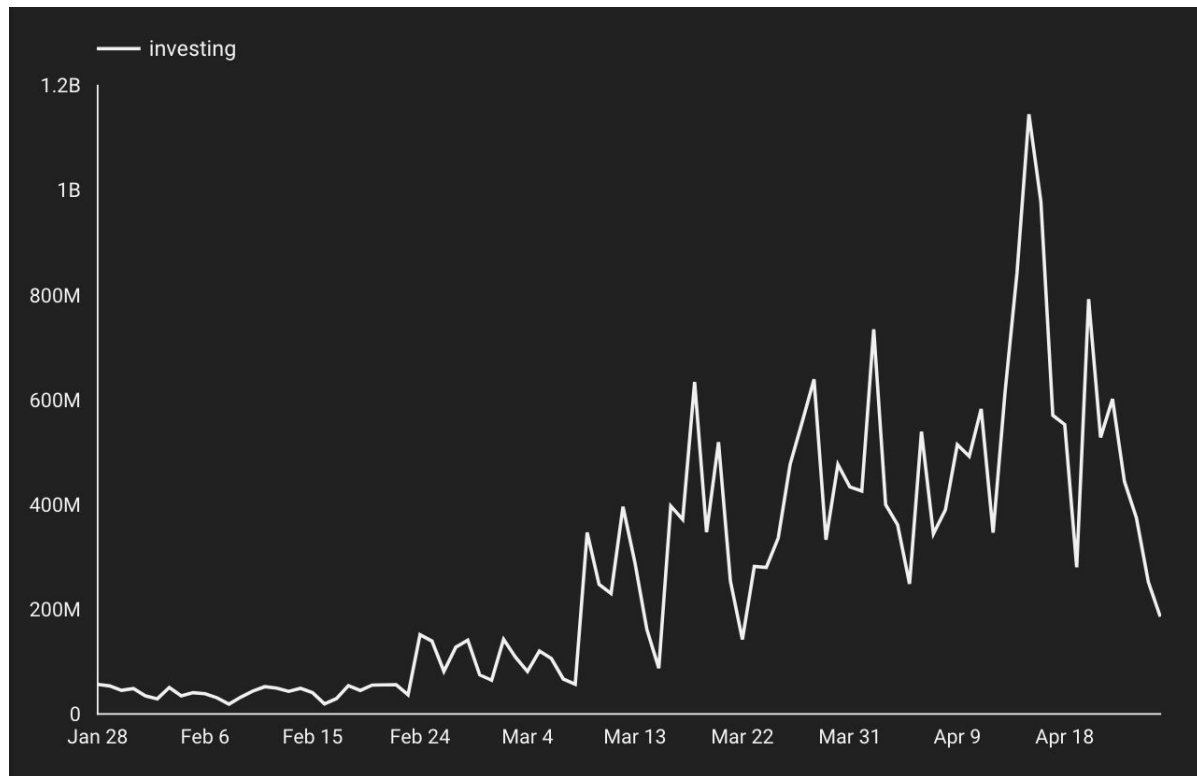


Example of similar articles on Taboola network

- First alert weather day: Flooding, damaging wind and tornado threat
- The one-touch punch of coronavirus and climate change could be a disaster waiting to happen
- Natural disasters are always devastating - they're even worse during the coronavirus pandemic
- Why a natural disaster during the coronavirus pandemic worries some who'd be in charge
- 5 Biggest weather questions about 2020

Finance: Investing (90 Day View)

Readership about investing starting increasing in late February, and has continued to grow in interest over the past couple of months.



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Stock Market

As the stock market continues to be impacted by the effects of coronavirus, people are looking to reliable news sources or advisors - such as Jim Cramer - to provide guidance and predictions on the market. Readership about stocks reached 176M PVs.

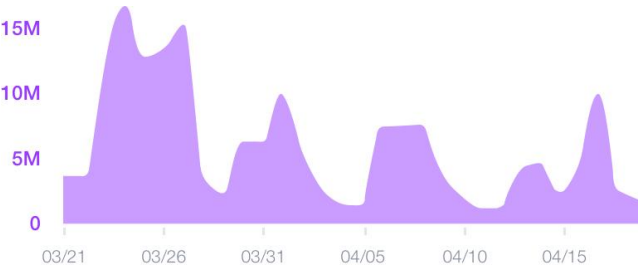
FINANCE

Coronavirus, Stock Market

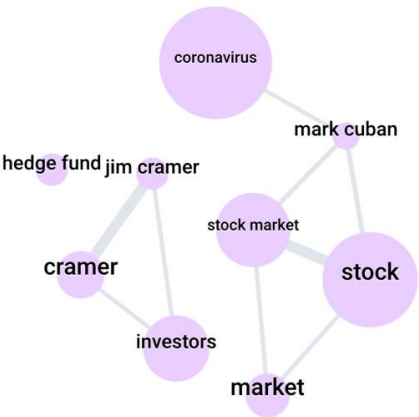
176M

All Traffic

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Top Terms Matrix



Example of similar articles on Taboola network

- Everything Jim Cramer said about the stock market on 'Mad Money', including coronavirus and corporate earnings, stay-at-home plays
- Cramer warns stock market short sellers about betting against science in coronavirus crisis
- Why AbbVie is a fantastic dividend stock to buy during the coronavirus market crash
- Top-ranked investors and bear market veterans share their secrets for dominating a post-coronavirus landscape - plus stock picks
- Coronavirus wipes out \$1.7 trillion in US stock market value in two days

Finance: Stimulus Payments

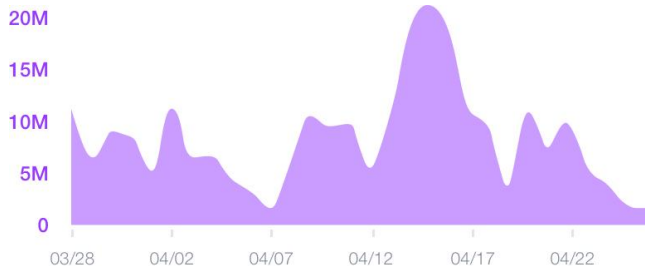
Many Americans are still confused about the stimulus check process: when will it arrive in the mail? How does this impact taxes?, etc. Readership about this topic is up by 29%, reaching 284M PVs.

FINANCE

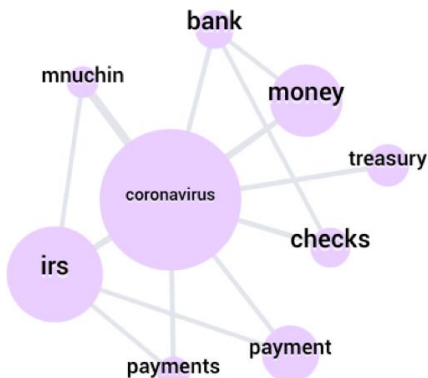
IRS, Coronavirus

284M Readership about stimulus payment is up by 29%

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- When will I get my stimulus check from coronavirus relief bill? IRS offers new details.
- Confusion reigns as IRS starts issuing coronavirus payments
- First coronavirus relief checks deposited to Americans: IRS
- Track your coronavirus stimulus check with online tool from the IRS
- Coronavirus check coming in the mail? IRS prepares to launch resource to speed up process

Finance: Business Loans

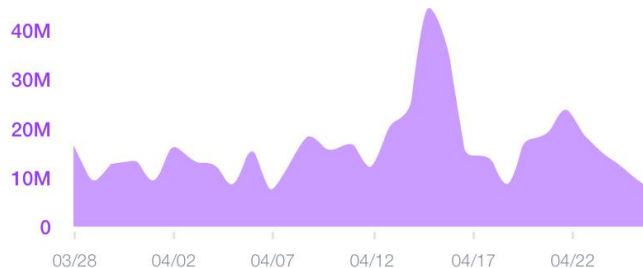
People are reading about business loans - from loopholes in the system allowing larger companies to take from the pool of money throughout generally how the virus is affecting businesses. Readership about this topic is up by 45%, reaching 489M PVs.

FINANCE

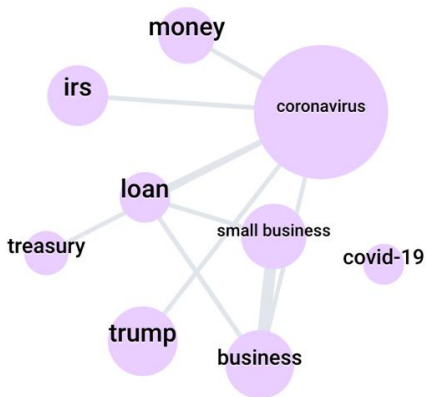
Small Business, Loans, Coronavirus

489M Readership about business loans is up by 45%, reaching 489M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- How to get aid for a small business hit by coronavirus crisis
- Coronavirus relief bill: how can small businesses get funds to stay in business?
- A luxury hotel company that owns multiple Ritz-Carltons received millions in small-business aid thanks to a loophole in the coronavirus bailout program
- Guide to federal small business loans: 9 expert tips on coronavirus relief funds
- Coronavirus: special small business loans begin today; here's what you need to know

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Student Loans

People will college debt are trying to figure out how to suspend payment on student loans.
Readership about this topic reached 14M PVs.

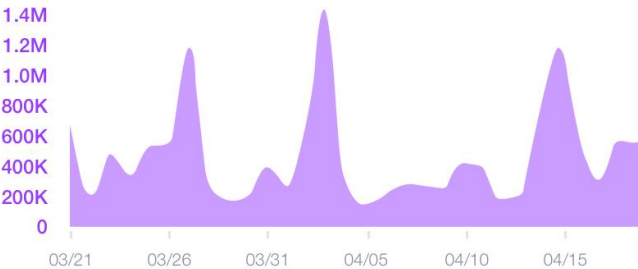
FINANCE

Students, Loans, Coronavirus

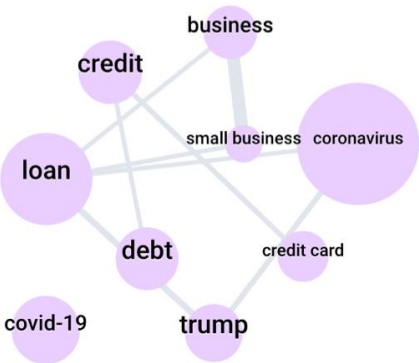
14M

All Traffic

People will college debt are trying to figure out how to suspend payment on student loans. Readership about this topic reached 14M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus student loan stimulus: payments suspended and more relief
- Student loan borrowers will see coronavirus relief from wage garnishments, collections
- 6-month suspension of student loan payments in coronavirus stimulus touted as ‘significant relief’
- What you need to know about the government’s break for student loan borrowers amid the coronavirus
- How to figure out if your student loan qualifies for coronavirus relief

Finance: NCAA Payment

With college sports suspended throughout the rest of the season - and potentially through the rest of the year - people are reading about how this may impact player's scholarships. Readership about this topic is up by 24%, reaching 11M PVs.

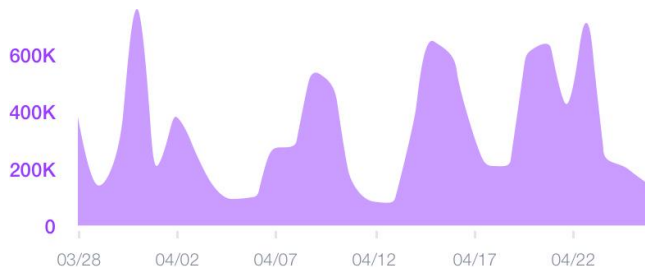
FINANCE

Students, Loans, Coronavirus

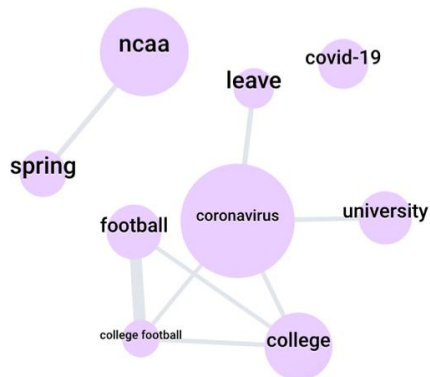
10M

All Traffic

Readership about scholarships for college athletes is up by 24%, reaching 10M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus in Oklahoma: NCAA eligibility decision is right, but road ahead is rough
- Coronavirus: NCAA schools can offer spring athletes extra eligibility
- Top NCAA management to take 20% pay cut amid lost revenue from coronavirus cancellations
- ant relief'
- NCAA to give spring sport athletes an extra year of eligibility in the wake of the coronavirus
- Coronavirus update: Cal, Stanford, USF Spring athletes awarded extra year of eligibility by NCAA

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Real Estate

Readership about real estate increased by 99%, reaching 1.8M PVs. There are still a lot of people actively looking to buy or sell homes during this time, and looking for tips on how to do so in the current environment.

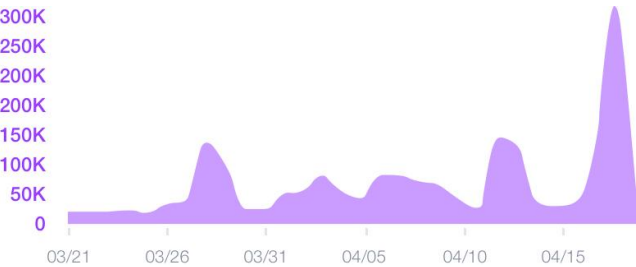
FINANCE

Housing, Real Estate, Coronavirus

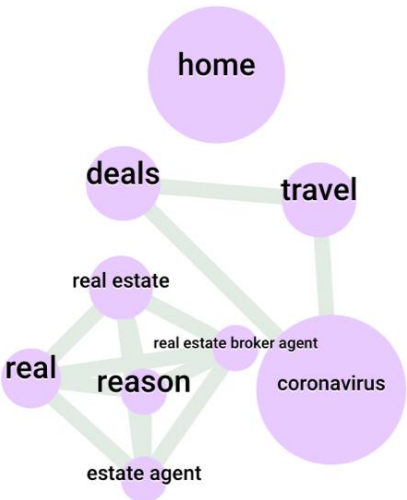
1.8M

All Traffic

Readership about real estate increased by 99%, reaching 1.8M PVs. There are still a lot of people actively looking to buy or sell homes during this time, and looking for tips on how to do so in the current environment.



Top Terms Matrix



Example of similar articles on Taboola network

- 4 Things to keep in mind if you're buying a home during the coronavirus pandemic
- How to negotiate an offer on a home in the age of coronavirus
- The rules for selling a home during the coronavirus crisis
- Coronavirus leaves home buyers and sellers in limbo - and at financial risk
- The home closing process amid coronavirus: the seller's guide to how long it will take

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Finance: Mortgages

With Mortgage Rates dropping, home owners are reading more about what this means and if they can apply for refinancing. Readership about this topic reached 13M PVs.

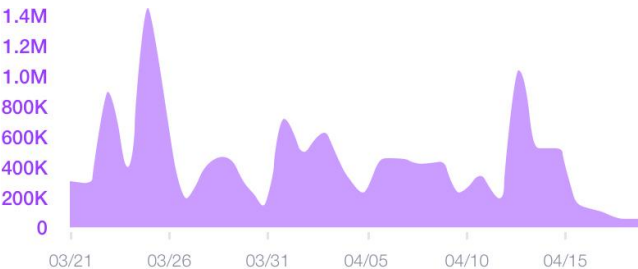
FINANCE

Mortgages, Coronavirus

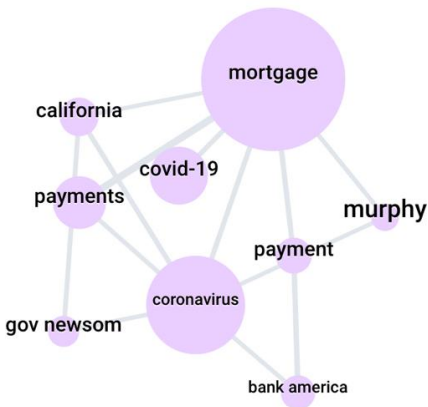
13M

All Traffic

With Mortgage Rates dropping, home owners are reading more about what this means and if they can apply for refinancing. Readership about this topic reached 13M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Chief mortgage regulator working on plan for potential spike in delinquencies from coronavirus
- Wells Fargo reduces mortgage products amid coronavirus outbreak
- Mortgage rates fall to all-time low amid coronavirus concerns - here's why you should think twice about waiting to refinance
- Coronavirus fears cause mortgage rates to plunge to 8-year low
- 12 Effective mortgage lead gen tactics & ideas

ENTERTAINMENT

Trends & Predictions:

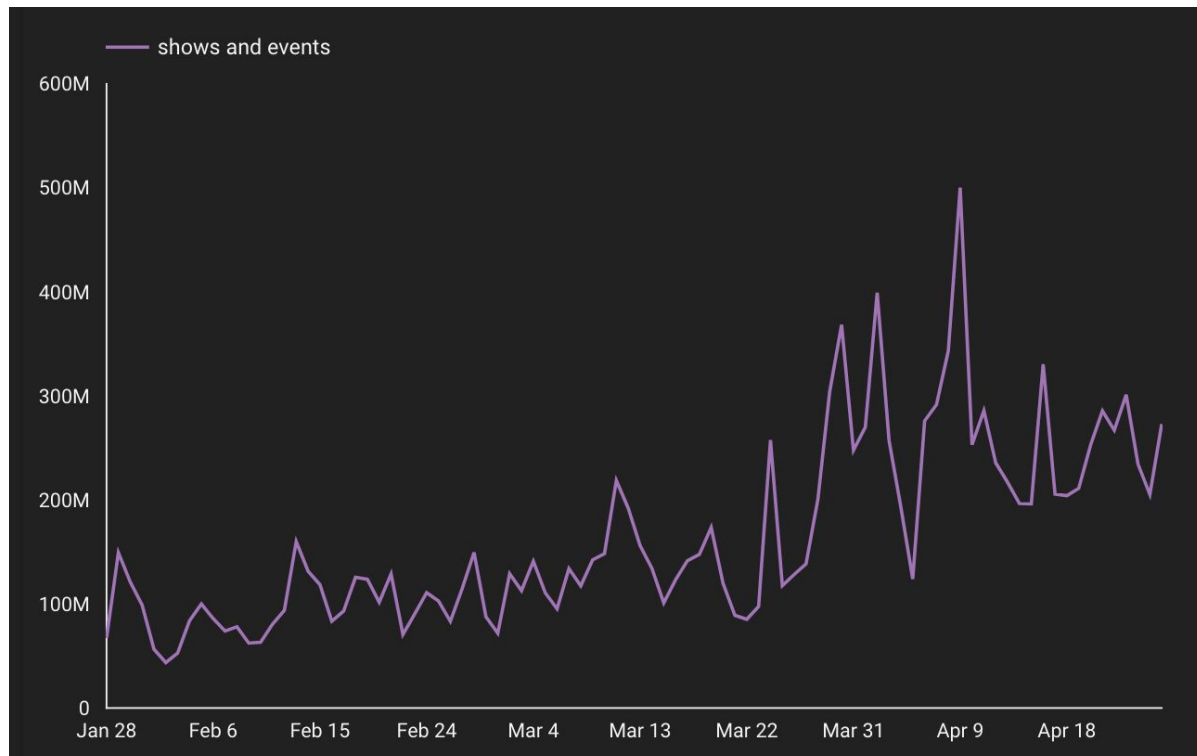
There is still a large appetite for at-home entertainment - particularly around games. This is a great time for advertisers to promote their video games, board games, apps and backyard games (such as bocce ball). Even sports leagues and networks are starting to produce new ways to entertain sports fan in light of seasons being cancelled or postponed - through documentaries, replays of old games and virtual events.

There has and continues to be a very strong opportunity on our network for any advertisers that can offer solutions for at-home entertainment.



Entertainment: Shows & Events (90 Day View)

Readership about tv shows and events has continued to increase WoW since January.

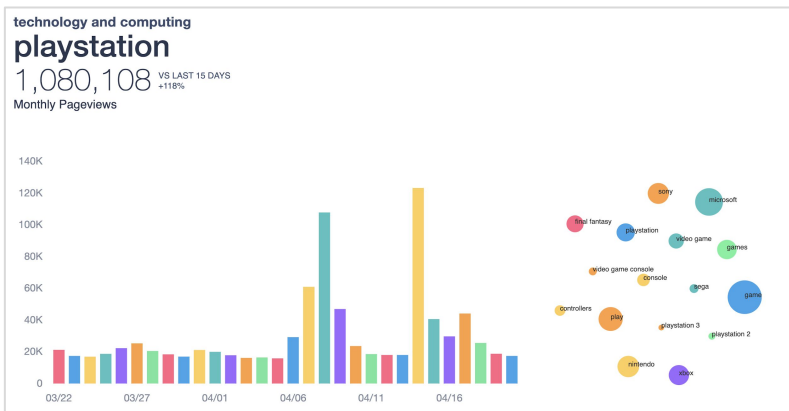


****Repeat slide from 4.22 insights since data consistent with what we found this week**

Trending Keywords for Entertainment:

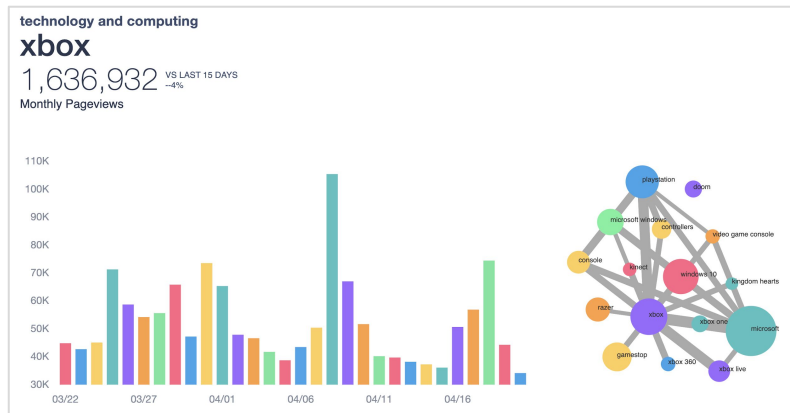
Playstation

Monthly PVs: 1,080,108



Xbox

Monthly PVs: 1,636,932

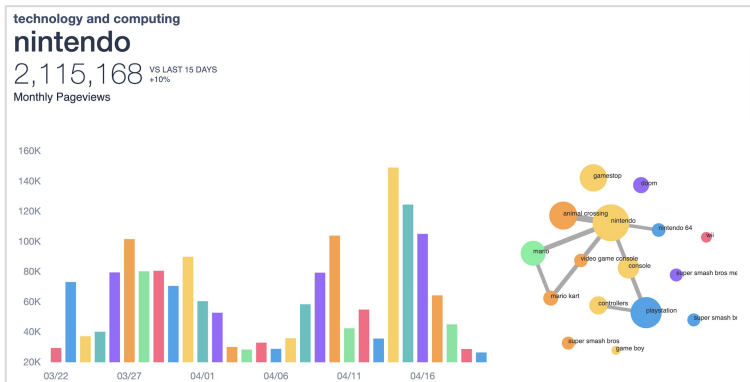


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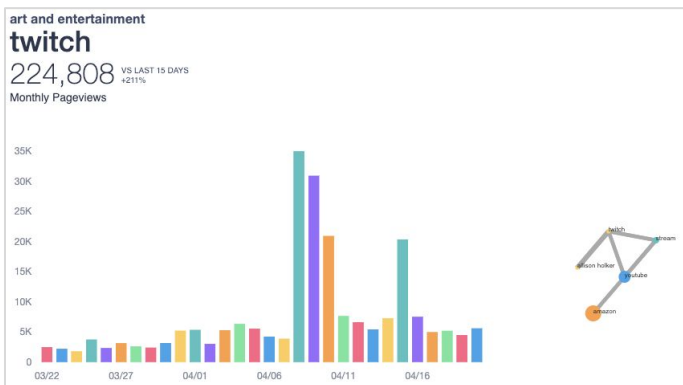
Nintendo

Monthly PVs: 2,115,168



Twitch

Monthly PVs: 224,808

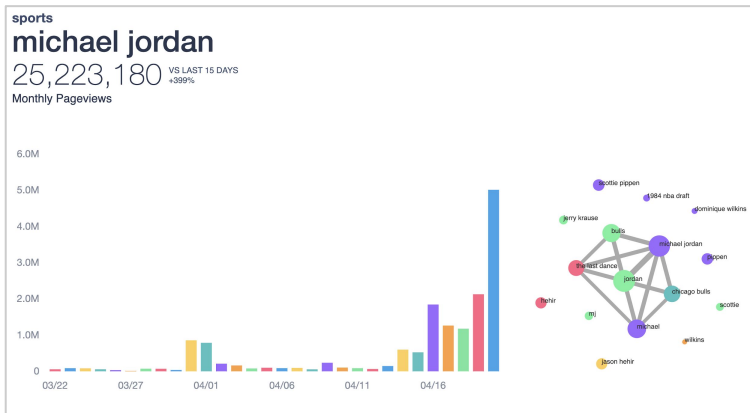


****Repeat slide from 4.22 insights since data consistent with what we found this week**

Trending Keywords for Entertainment:

Michael Jordan*

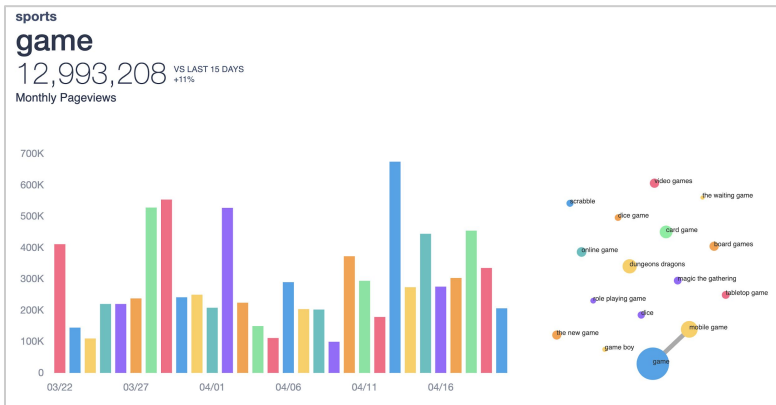
Monthly PVs: 2,115,168



*ESPN is releasing a documentary series called "The Last Dance" which will cover Michael Jordan's final season with the Bulls.

Game

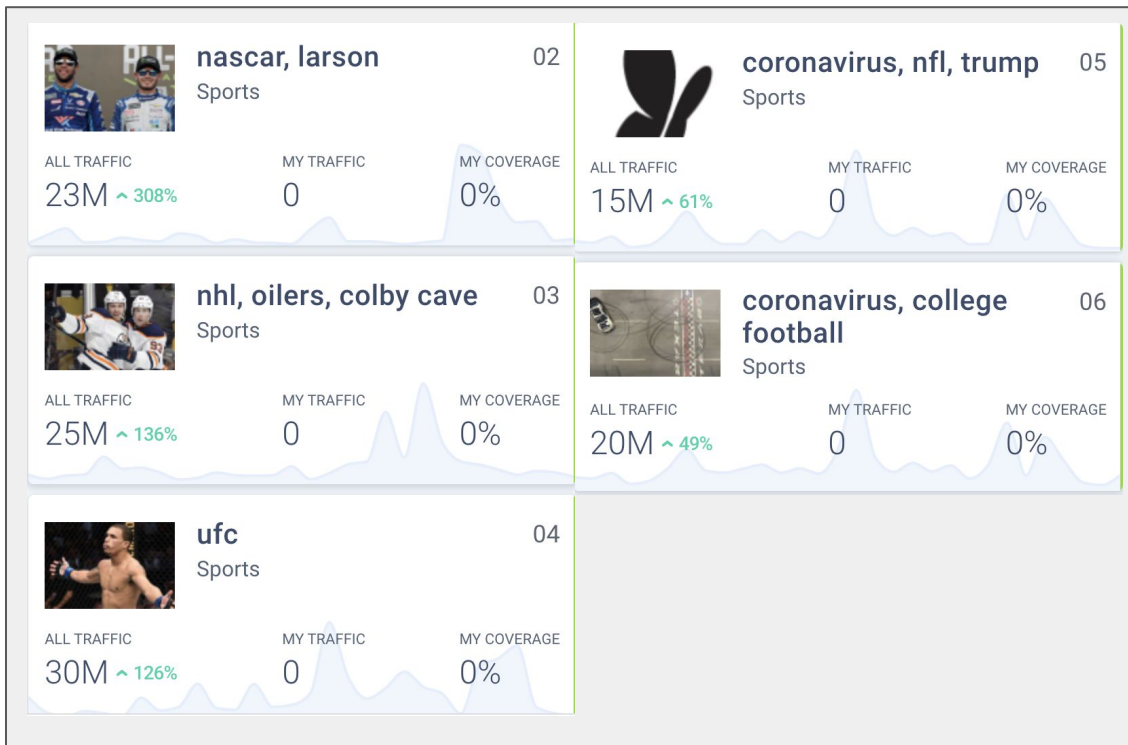
Monthly PVs: 12,993,208



****Repeat slide from 4.22 insights since data consistent with what we found this week**

Sports Fans Find New Ways To Engage:

Traffic across all sports is increasing, showing that there is still an appetite for entertainment around sports - even if it's simply watching a documentary about Michael Jordan, a virtual NASCAR race, a video game being played by NBA players and streamed or WMBA players competing in a game of horse.



Entertainment: Disney Shows and Movies

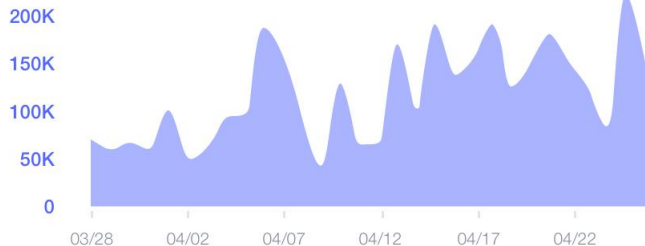
Disney's streaming services and its content continues to receive a ton of traction on our network; this topic is up by 66%, reaching 3.6M PVs.

STREAMING SHOWS/MOVIES

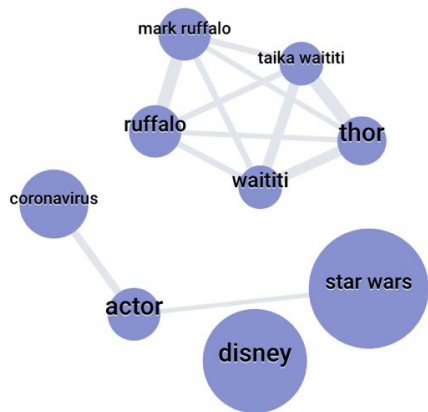
Netflix, Disney, Star Wars

3.6M Up by 66%

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- Disney's 'Star Wars' TV series, 'The Mandalorian', cost \$100 million to make - but its Marvel show cost even more
- The 35 best star wars moments of the disney era
- Every star wars movie you can stream on Disney Plus
- After 'The Rise of Skywalker' the future of star wars is on Disney+
- The Mandalorian: everything we know about disney+ star wars show

Entertainment: Streaming Shows and Movies

Readership about general streaming shows and movies continues to get high engagement; currently up by 19%, reaching 40M PVs.

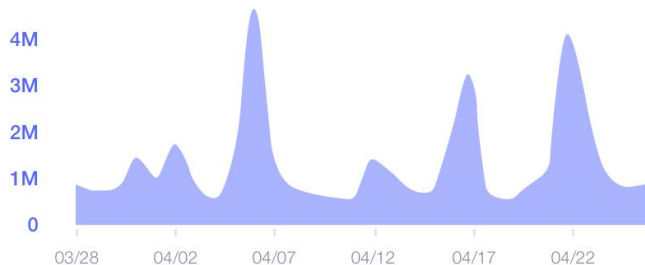
STREAMING SHOWS/MOVIES

Netflix, Coronavirus, Hollywood

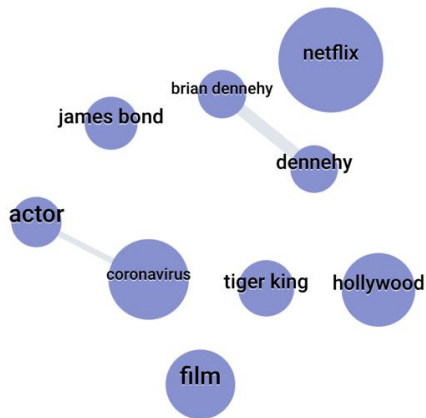
40M

Readership about streaming shows and movies is up by 19%, reaching 40M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- The 10 most popular things on netflix during the coronavirus
- 'The Lovebirds' sets new release after pivoting to netflix due to coronavirus
- Ryan Murphy talks netflix's 'Hollywood, The Prom' coronavirus era
- Star wars actor, Lord of the Rings dialect coach, Andrew Jack, dies of coronavirus
- Stream these 10 iowa-related flicks while you're social distancing during the coronavirus pandemic

Entertainment: Twitter

Celebrity feuds and activity are being talked about on the open web, and increased by 3% reaching 23M PVs.

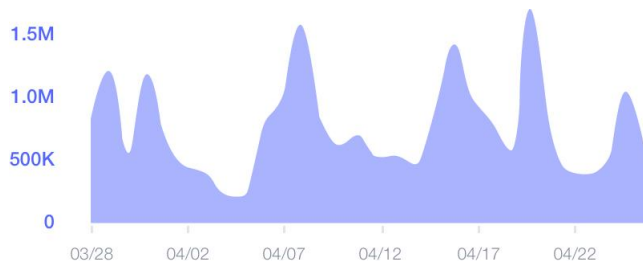
ENTERTAINMENT

Twitter, Coronavirus

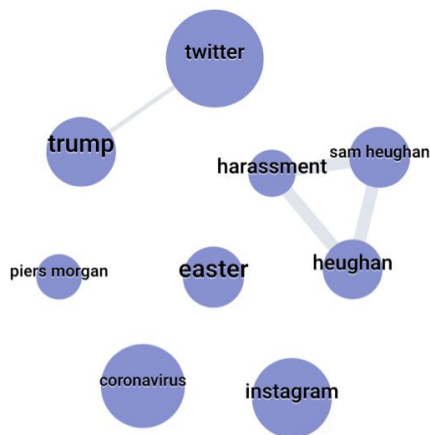
23M

Readership about Twitter is up by 3%, reaching 23M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- Daniel Radcliffe reflects on becoming a coronavirus Twitter hoax
- Patton Oswalt feuds on Twitter with Trump supporter, then pays his medical bills
- Stranger Things star, Joe Keery, sparks concern from fans over apparent Twitter hack
- Hey, writers on Twitter: stop being so nice to one another
- YouTube's biggest star, PewDiePie, just deleted his Twitter after criticizing the media coverage of his 'break' from posting videos

****Repeat slide from 4.22 insights since data consistent with what we found this week**

Entertainment: Games

People are still looking for new games - whether that be video games, board games or card games. Readership about this topic reached 4.1M PVs.

ENTERTAINMENT

Games, Play, Coronavirus

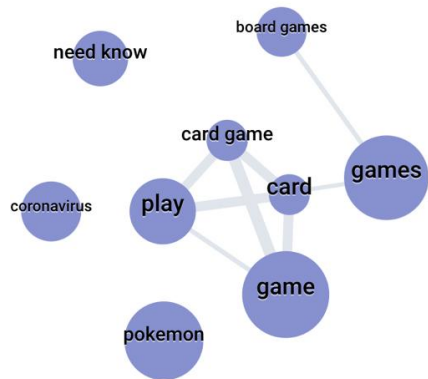
4.1M

All Traffic

People are still looking for new games - whether that be video games, board games or card games. Readership about this topic reached 4.1M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- [Pokemon mystery dungeon: rescue team DX - tips and tricks when starting your game](#)
- [Temtem is a pokemon-like game for PC, here's what you can catch and evolve](#)
- [Pokemon sword and shield: post-game guide](#)
- [Riot's new game valorant has 1.6 million viewers on twitch right now](#)
- [The Xbox one's original indie game is finally here](#)

E-COMMERCE

(HEALTH & WELLNESS)

Trends & Predictions:

We have moved away from a panicked state and into the 'new norm'. While anxiety is likely still high, the drop in readership around coronavirus-anxiety proves that Americans have already found ways to cope with this situation. With that said, we are more empathetic to the topic of mental health - and we predict that people will feel comfortable opening up these personal issues in the near future (like Selena Gomez just did). **Mental health** advertisers - such as online therapy, meditation and yoga should continue to advertise on our network. Additionally, perceptions of **face masks** have shifted from negative to positive. Fashion brands are designing and selling masks and hand sanitizer.

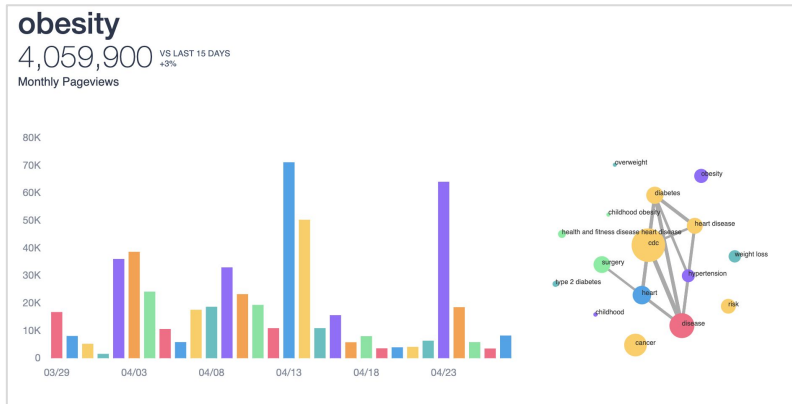
In terms of **personal health**, people are still trying to find the right routine to stay healthy and fit while stuck at-home. Since obesity increases the risk of coronavirus deaths, these terms are trending. Advertisers who can offer solutions to managing diets and exercise should be active on our network right now.



Trending Keywords for E-commerce:

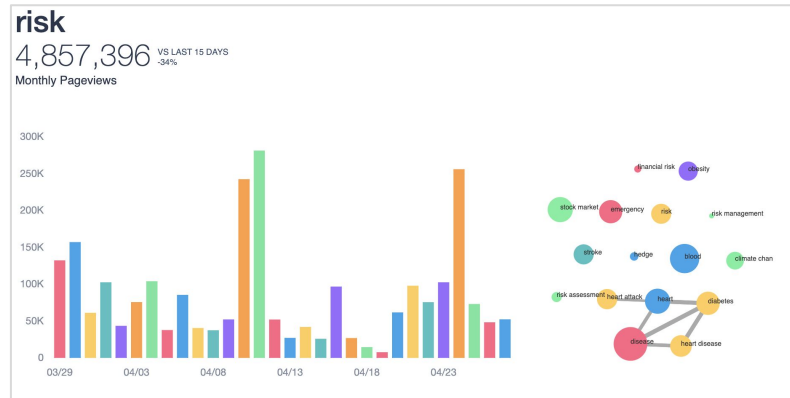
Obesity

Monthly PVs: 4,050,900



Risk

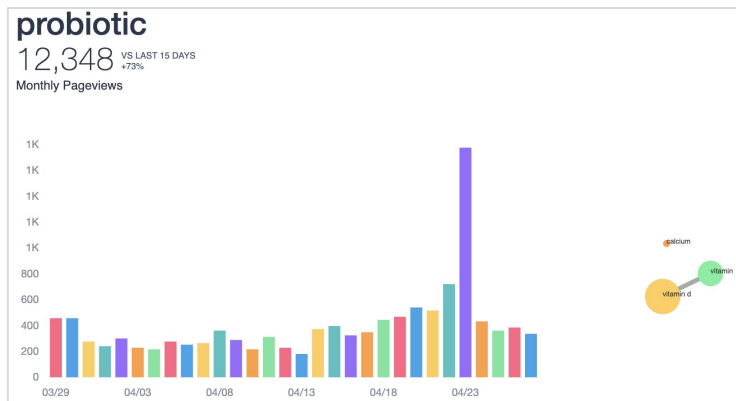
Monthly PVs: 4,857,396



Trending Keywords for E-commerce:

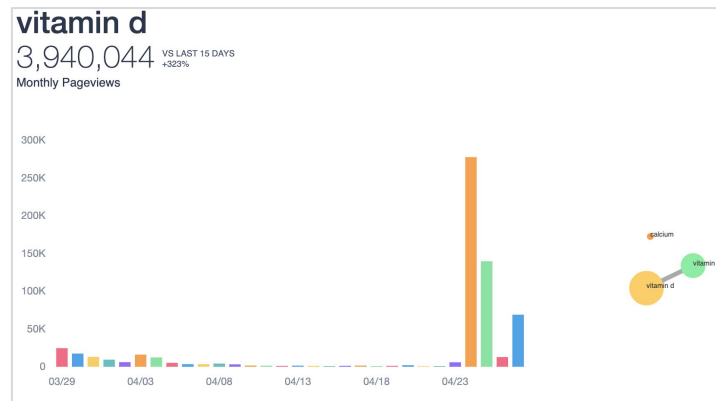
Probiotic

Monthly PVs: 12,348



Vitamin D

Monthly PVs: 3,940,044



***Repeat slide from 4.22 insights since data consistent with what we found this week*

Trending Keywords for E-commerce:

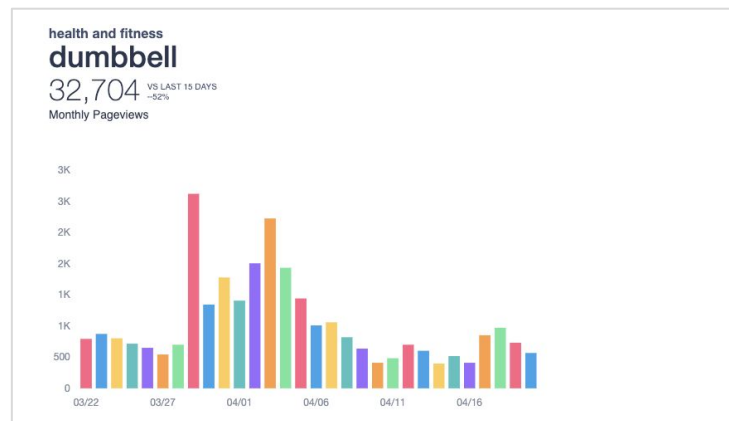
Intermittent Fasting

Monthly PVs: 99,254



Dumbbell

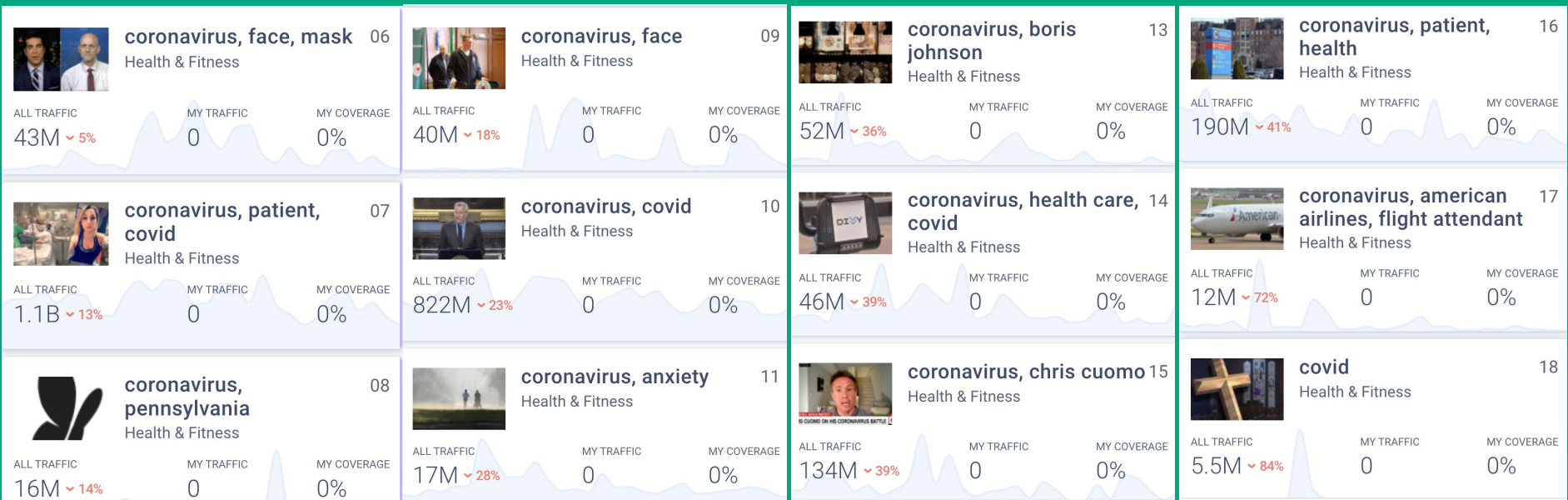
Monthly PVs: 32,704



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

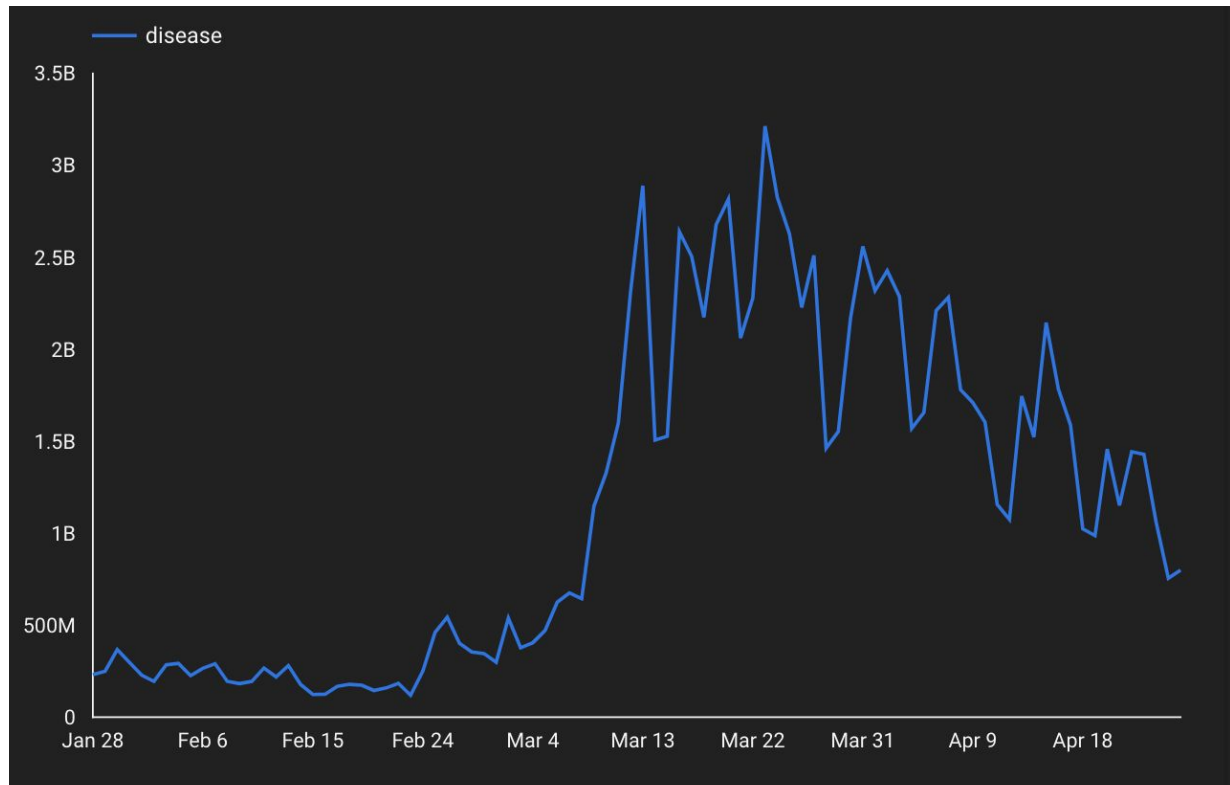
Readership about coronavirus is down:

General readership about health & wellness around coronavirus is down across the board. People no longer need to understand how the coronavirus is changing daily or hourly and anxiety is down as people have gotten used to this new-norm.



Health & Wellness: Disease (90 Day View)

Readership about the coronavirus disease spiked in mid-March and has slowly been declining; with that said, it is still receiving ~1B PVs per day.



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

E-Commerce: Mental Health

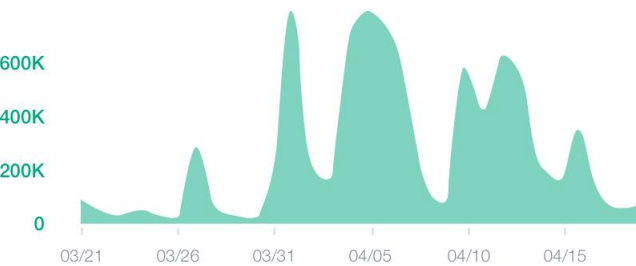
Selena Gomez came out about being bipolar and discussed her mental health issues with the public. With anxiety heightened due to the coronavirus, mental health has become a common topic and we predict that a lot more people - including celebrities - will feel comfortable coming forward about personal issues.

E-COMMERCE

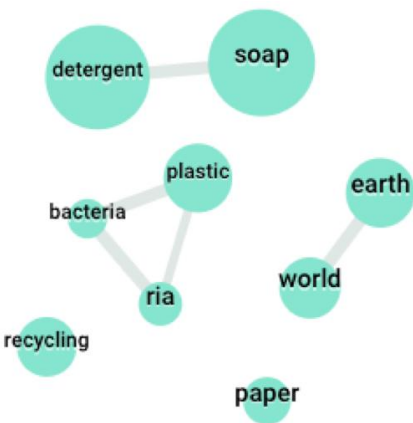
Health & Fitness, Bipolar, Selena Gomez

8.1M
All Traffic

Selena Gomez came out about being bipolar and discussed her mental health issues with the public. Readership about this is up by 102% and reached 8.1M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Selena Gomez talks her love life, therapy and Taylor Swift
- Selena Gomez opens up about her mental health and medication
- Selena Gomez says 'tabloid' scrutiny of her personal life 'got out of control'
- Selena Gomez reveals she has bipolar disorder
- Selena Gomez reveals bipolar diagnosis: 'It doesn't scare me'

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

E-commerce: Masks

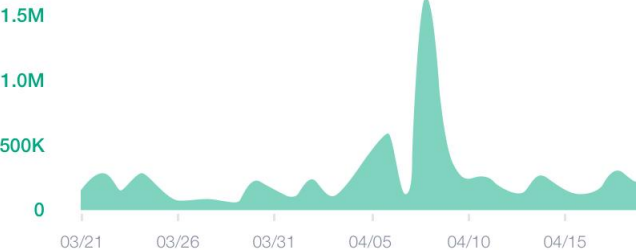
While readership about “should I wear a face mask?” is down, readership about what face masks to buy are up by 132%, reaching 7.6M PVs. Everyone now understands the importance of wearing a face mask. People are either researching how to make them at home or buying them online from retailers - including high fashion designers such as Michael Ngo and Alice and Olivia.

E-COMMERCE

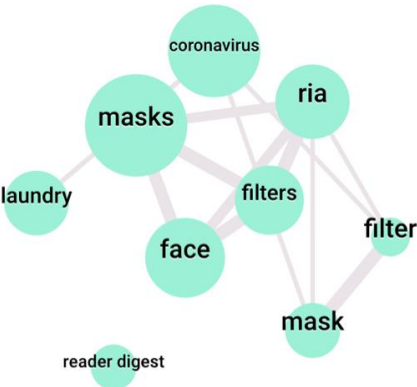
Masks, Face, Coronavirus

7.6M Readership about fashionable face masks is up by 132%, reaching 7.6M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- 9 retailers selling fabric face masks that are worth buying
- She used to sew for Oscar de la Renta. Now this retired seamstress is making much-needed masks
- A look at the beautiful, practical and creative masks Minnesotans are making
- Crafty Avon mon sews maks that ship nationwide
- In the face of the coronavirus: an ode to a valiant singer sewing machine

EDUCATION

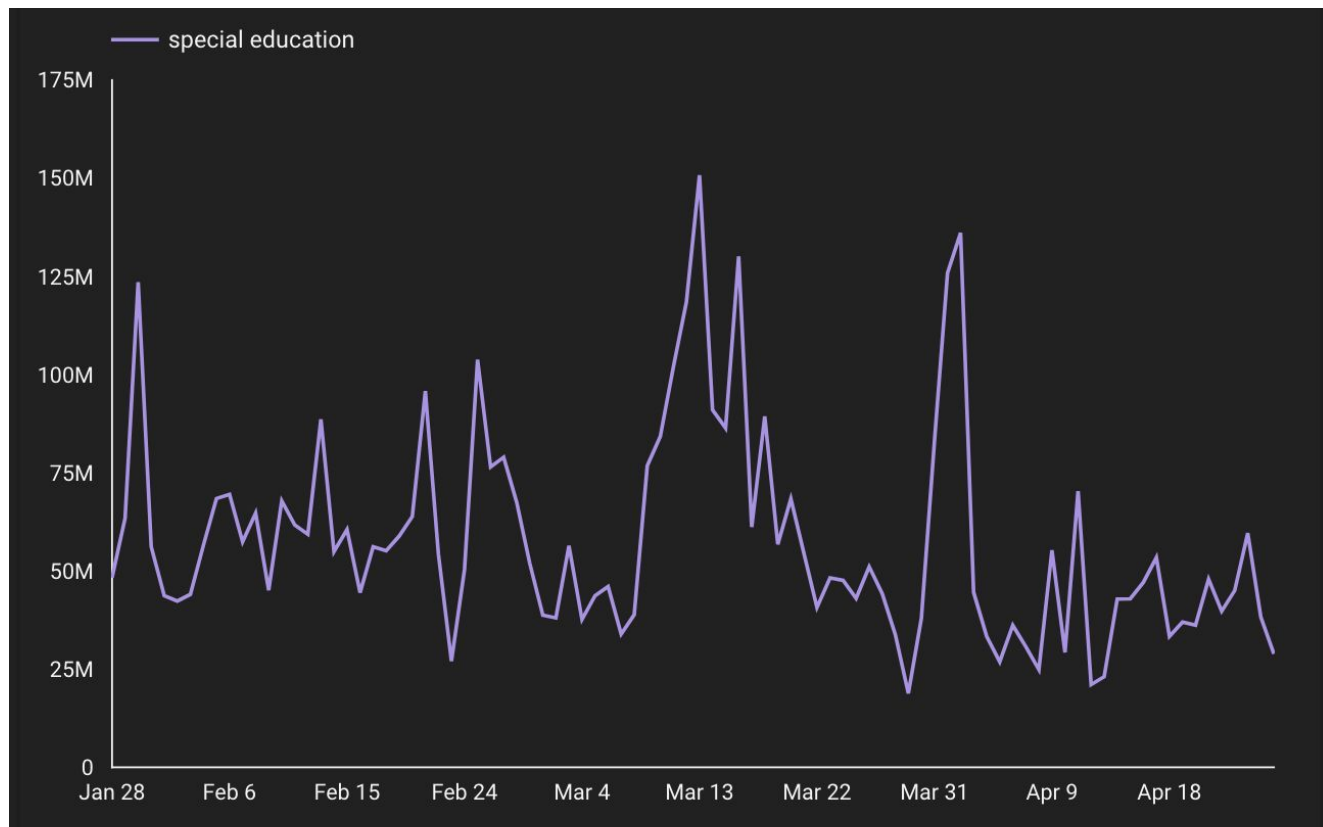
Trends & Predictions:

Most schools across the US have announced closure/elearning-only through June, which is sparking conversations about how this will not only impact kid's education - but extends to social experiences and sports. For college students and adults, many writers raise questions about how this will impact the future of the US workforce: What will happen to the 2020 internship class? Will this open doors for a more remote workforce? etc... We predict that these types of conversations - especially around the future of the workforce - will continue for the coming months.

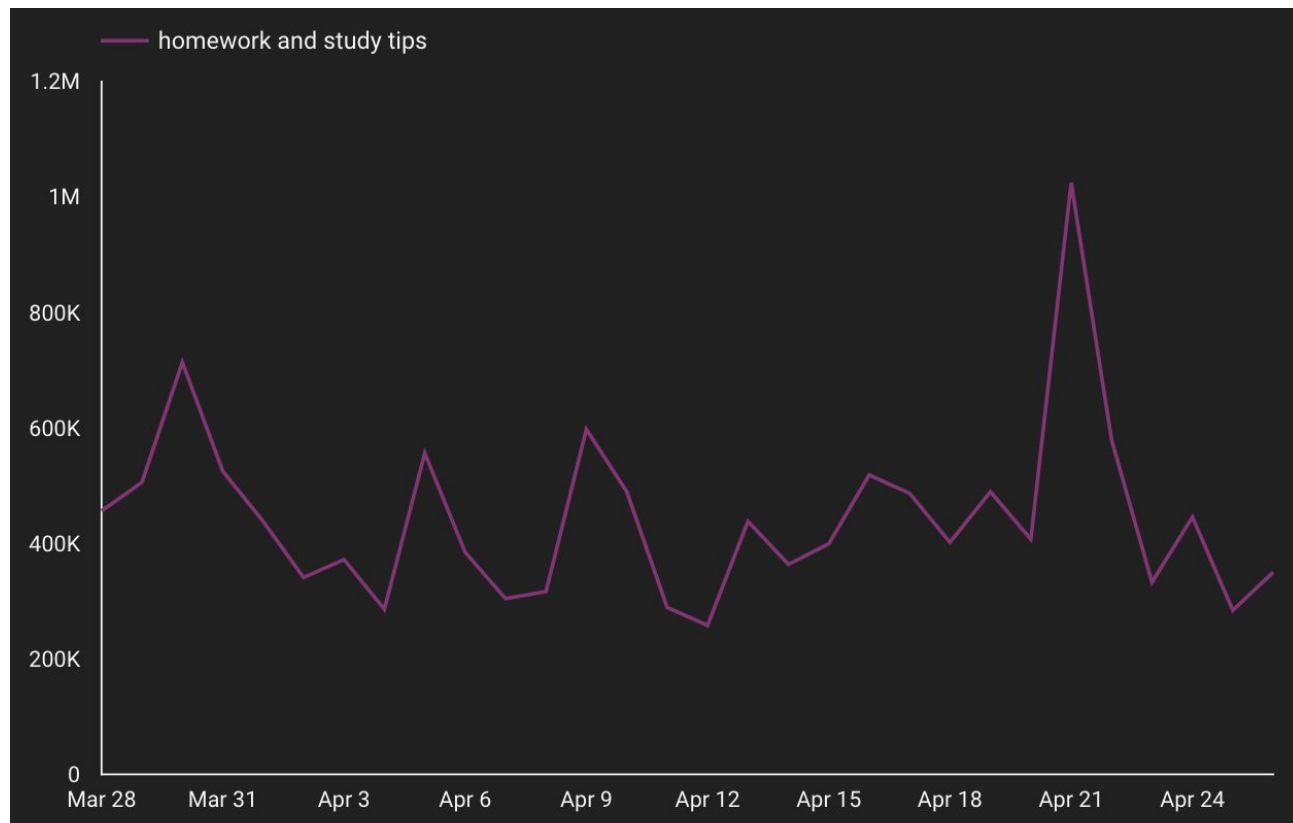
- Remote Learning
- Kid's Education Tools or Entertainment
- Publishers who provide thought-leadership on the workforce such as LinkedIn



Education: Special Ed (90 Day View)



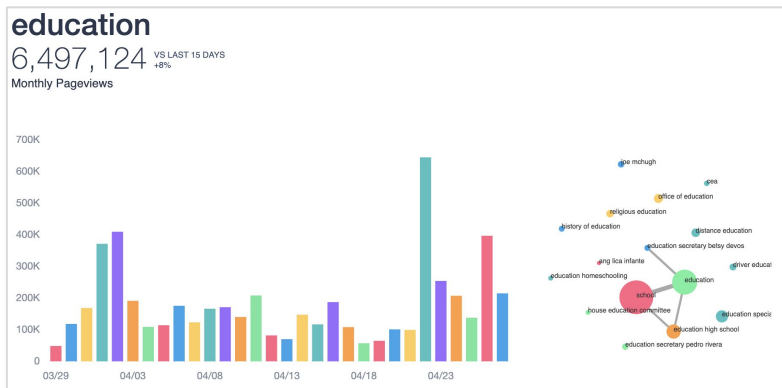
Education: Homework & Study Tips (90 Day View)



Trending Keywords for Education:

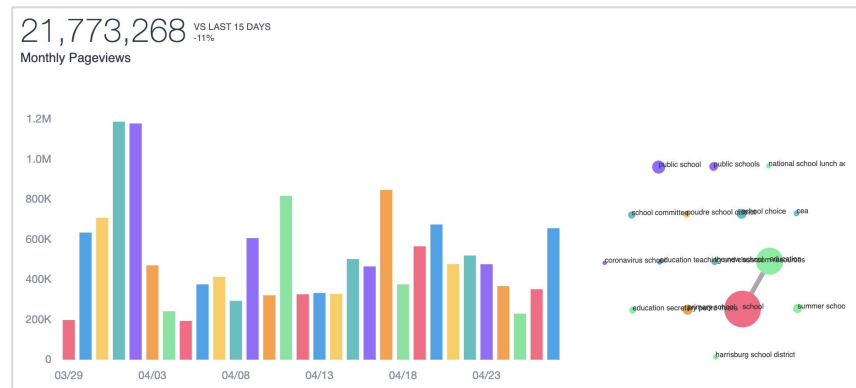
Education

Monthly PVs: 6,497,124



School

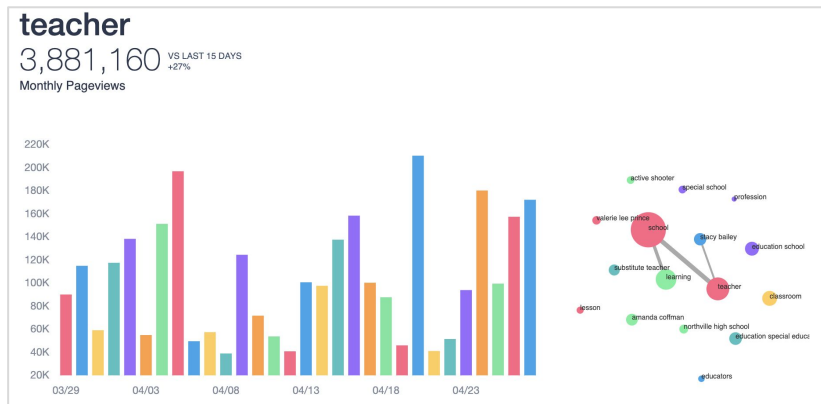
Monthly PVs: 21,773,268



Trending Keywords for Education:

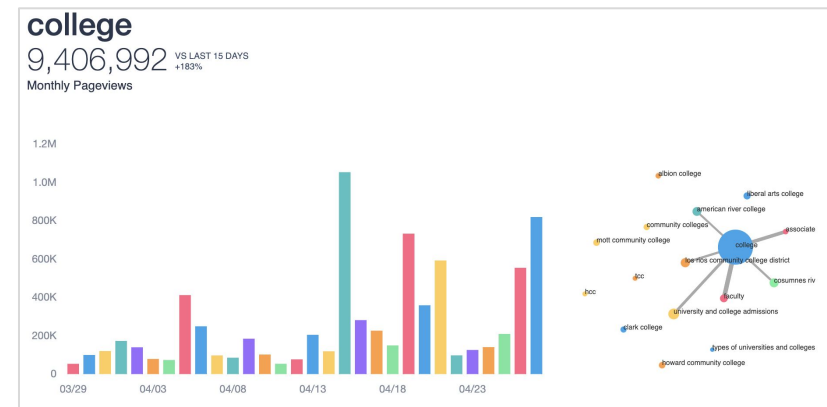
Teacher

Monthly PVs: 3,881,160



College

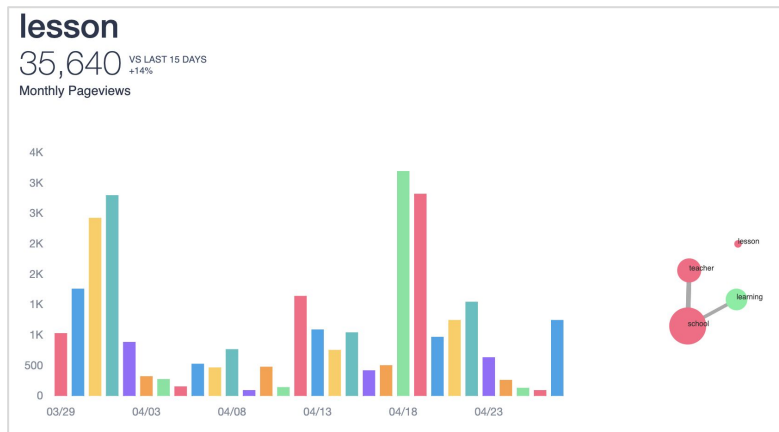
Monthly PVs: 9,406,992



Trending Keywords for Education:

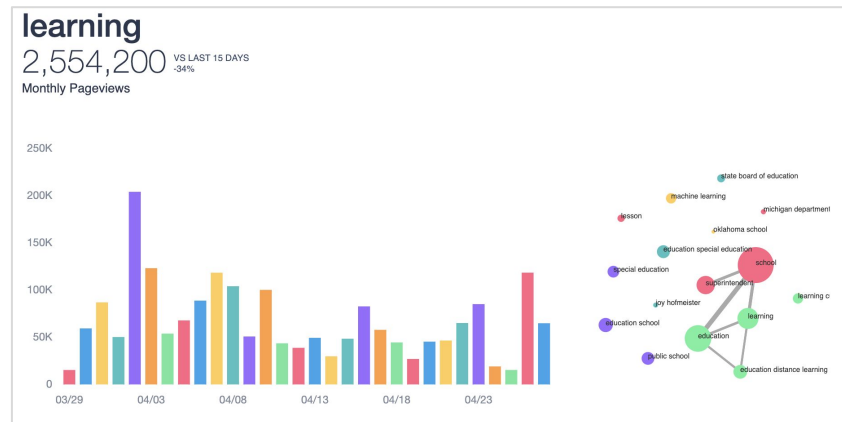
Lesson

Monthly PVs: 35,640



Learning

Monthly PVs: 2,554,200



Education: Unemployment

With so many Americans unemployed, readership about this topic has skyrocketed to 221M PVs. The types of article range from collecting unemployment, to the risks of running out of unemployment money through to lists of companies that are actually hiring right now (i.e. Amazon, Instacart).

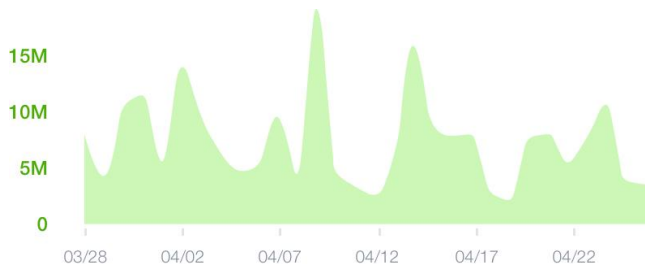
EDUCATION

Coronavirus, Unemployment

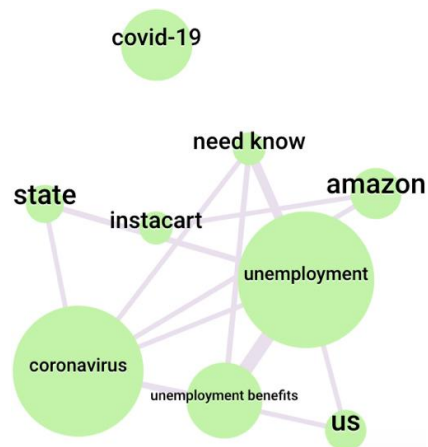
221M

All Traffic

Readership about unemployment is up to 221M PVs, and we predict this will remain a highly read about topic for the foreseeable future.



Top Terms Matrix



Example of similar articles on Taboola network

- SC unemployment fund will 'run out of money' because of coronavirus, official warns
- Unemployment claims top 6.6 million for second week in U.S. amid coronavirus outbreak
- How can I apply for unemployment in N.J. during coronavirus crisis? Here are details.
- Q&A: A guide for filing unemployment in Delaware amid the coronavirus outbreak
- Coronavirus: Florida slowest state in U.S. to process unemployment claims

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Education: Kids

Readership around the impact of coronavirus to high schoolers is up by 47%. Not only are people concerned about the issues that remote learning will have on education, but also are discussing the social impacts - such as after school activities and traditional events.

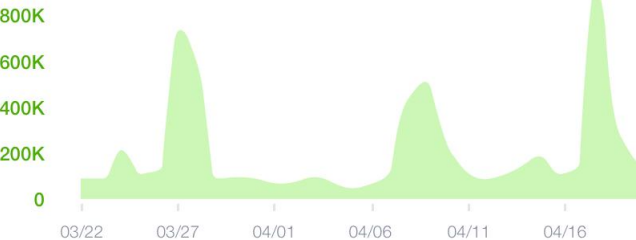
Education

High School, Spring

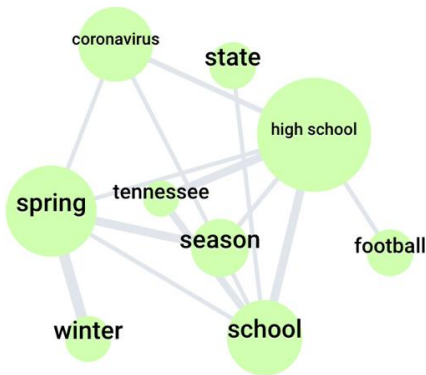
6.2M

All Traffic

Readership around the impact of coronavirus to high schoolers is up by 47%. Not only are people concerned about the issues that remote learning will have on education, but also are discussing the social impacts - such as after school activities and traditional events.



Top Terms Matrix



Example of similar articles on Taboola network

- Minnesota one of 30 states still considering spring high school activities
- Michigan high school winter, spring sports seasons officially canceled by MHSAA
- Answer-hungry high school sports officials gather for video spring sports update
- Coronavirus could impact graduations
- Coronavirus pandemic robs high school seniors of precious prom memories
- College is waiting, but will coronavirus allow student to enjoy?

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Education: College

There is a ton of readership about how remote learning due to the coronavirus will impact college students now and potentially reshape college for future students. All traffic on this topic reached 11M PVs.

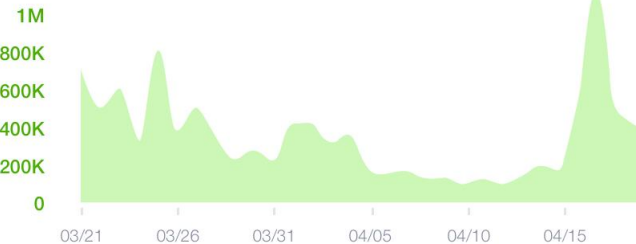
Education

Coronavirus, College

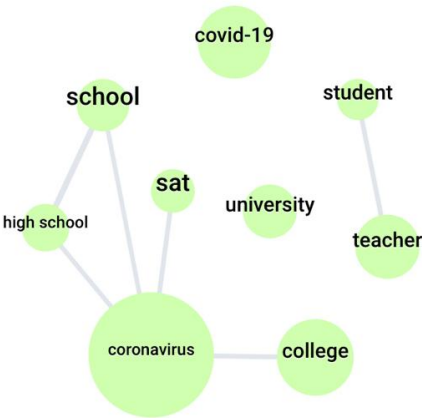
11M

All Traffic

There is a ton of readership about how remote learning due to the coronavirus will impact college students now and potentially reshape college for future students. All traffic on this topic reached 11M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus forces college students to face challenges with remote learning
- Delta college extends online classes through end of semester due to coronavirus
- Coronavirus in Colorado: College students petition to move grades to 'pass/fail'
- Coronavirus has canceled the SAT college entrance exams. With CPS schools now closed until April 21, what happens to the other spring standardized tests?
- Coronavirus has reshaped college. Here's how Texas students and faculty are adapting

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Education: Adults/Workforce

People are now starting to read about the long-term effects of coronavirus to the workforce. Will there be interns this summer? Will workforce automation or remote offices increases after this? What opportunities and challenges are there for people who have been laid off? Readership about this topic are up by 210%, reaching 2.4M PVs.

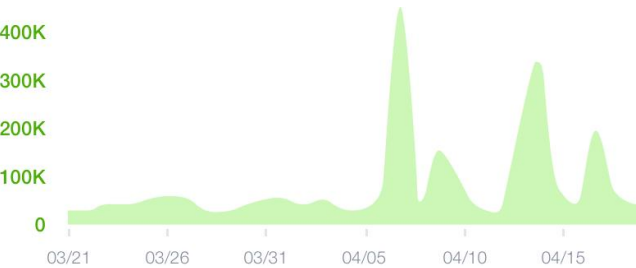
EDUCATION

Coronavirus, Work, Society

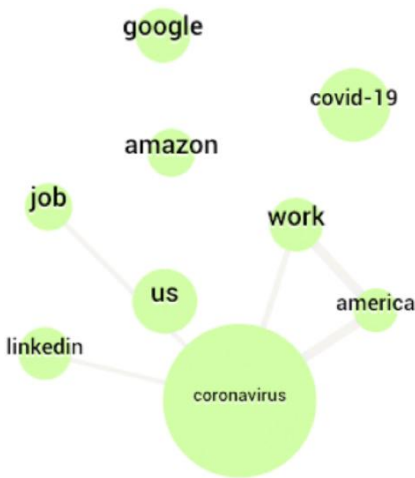
2.4M

All Traffic

People are now starting to read about the long-term effects of coronavirus to the workforce. Readership about this topic are up by 210%, reaching 2.4M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus is sinking the 2020 internship class, new LinkedIn data suggests - and it could impact Gen-Z careers for years
- Coronavirus layoffs could increase workforce automation
- Coronavirus causes uncertainty for at-risk youth in work programs
- Udacity offers free tech training to laid-off workers due to the coronavirus pandemic
- Amid coronavirus shutdown, skills for Chicagoland's future helping people find jobs at essential businesses

CONSUMER PACKAGED GOODS

Trends & Predictions:

Being stuck at home without the ability to go to restaurants or bars, naturally readership about food/drink recipes and recommendations on which cookware/bakeware to buy have gone up. Additionally, many Americans starting to order out from restaurants and fast food places since they have been cooking at home for over a month. This is a good opportunity for the following types of companies to advertise on our network:

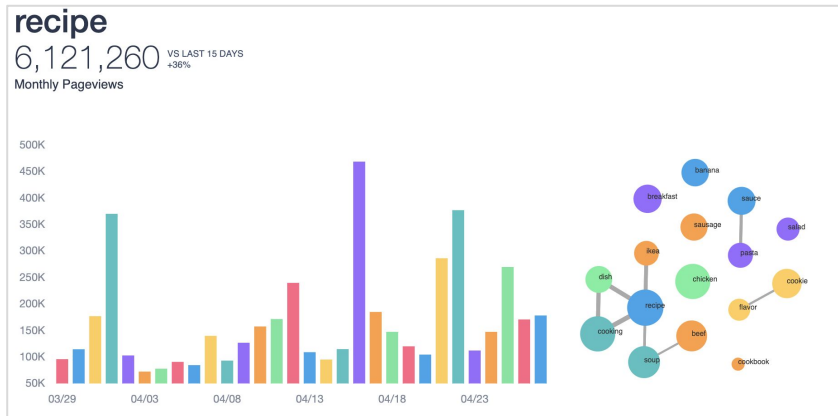
- Fast food brands
- Food delivery services
- Cooking and baking supplies / general food and drink brands
- Retailers selling cookware or bakeware - particularly any who are having sales coming up



Trending Keywords for CPG:

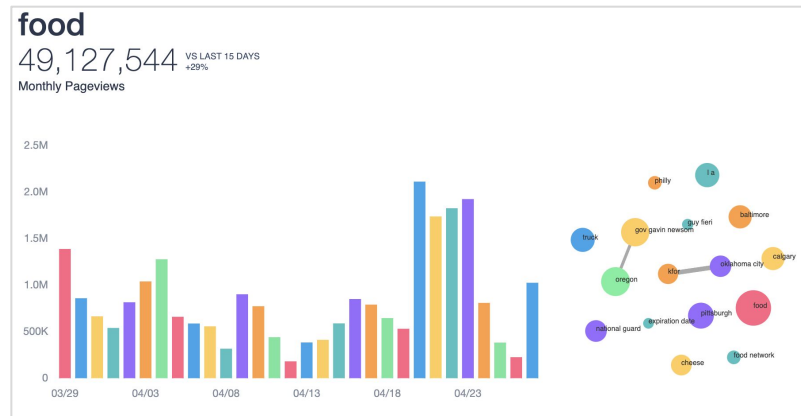
Recipe

Monthly PVs: 6,121,260



Food

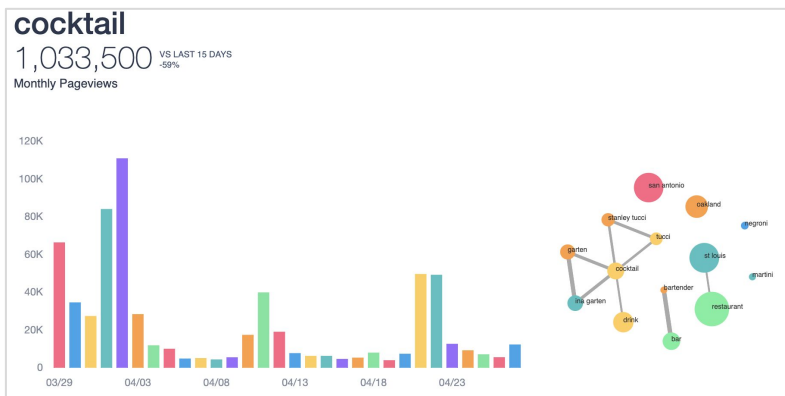
Monthly PVs: 49,127,544



Trending Keywords for CPG:

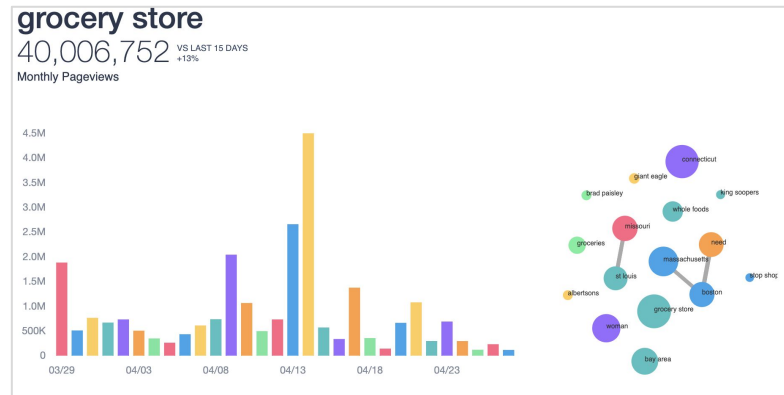
Cocktails

Monthly PVs: 1,033,500

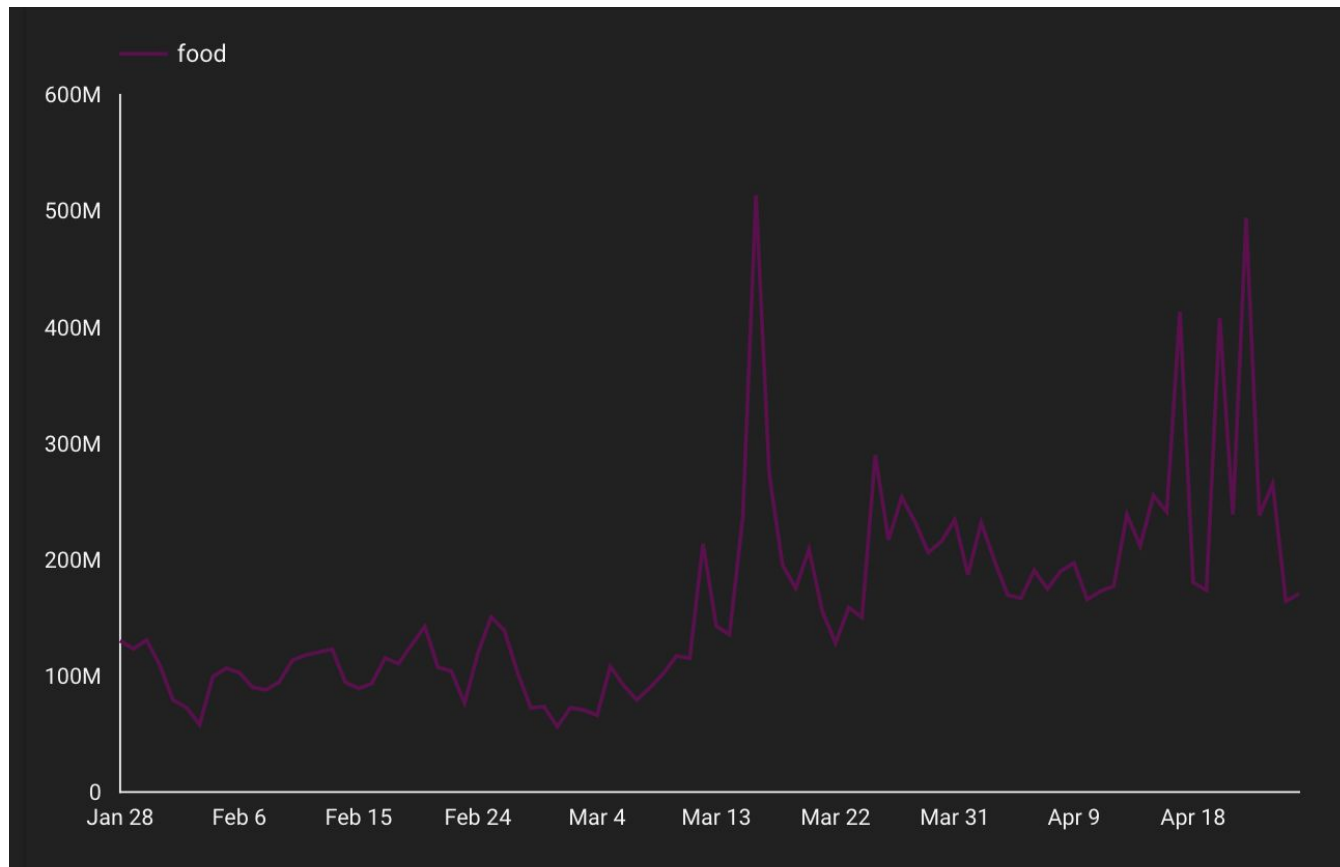


Grocery Store

Monthly PVs: 40,006,752



CPG: Food (90 Day View)



CPG: Restaurant

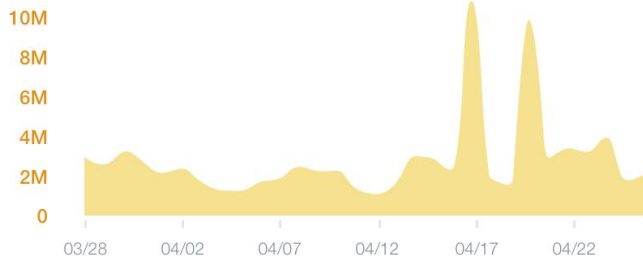
There is an increase in readership about restaurants, up by 64% reaching 100M PVs. We think this is due to a few reason. After cooking at home for the past month, people are ready to start ordering out from restaurants and food chains. There is also an interest in finding out if local restaurants are staying open or have closed down.

CPG

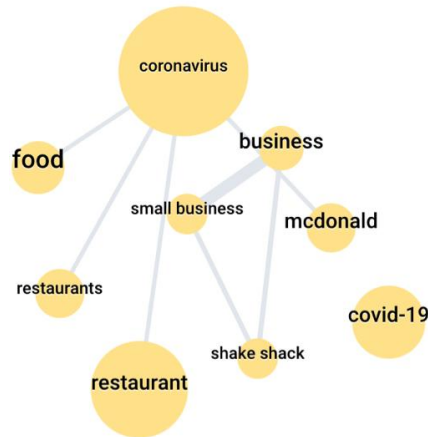
Coronavirus, Food

100M Up by 64%

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus pandemic forces St. Peters businessman to reinvent his restaurant
- Popular N.J. restaurant becoming non-profit to help coronavirus first responders
- Would you eat a coronavirus-themed burger? This restaurant hopes to
- Here are 13 of the biggest temporary LA restaurant closures due to coronavirus
- Coronavirus diaries: I may have to shut down my chinese restaurant

CPG: Alcohol

It's no surprise that alcohol sales have gone up since the coronavirus pandemic hit, with bars closed down across the country. People are reading about this and also looking for cocktail recipes.

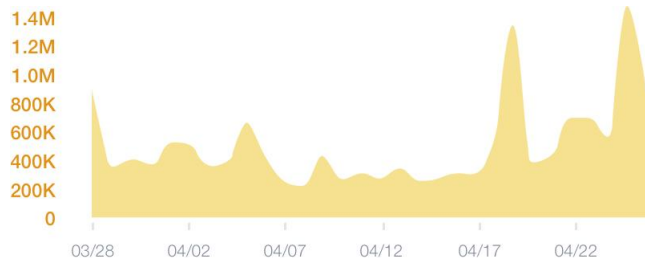
CPG

Coronavirus, Alcohol

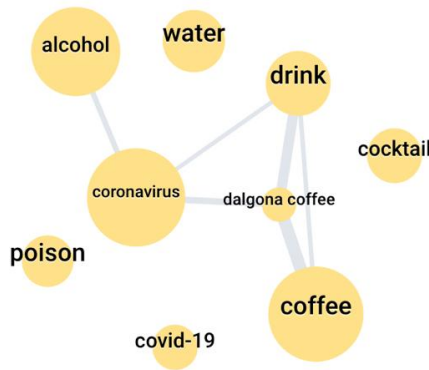
15M

All Traffic

Readership about alcohol and alcohol sales is up by 39%, reaching 15M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Alcohol has gotten the world through many disasters. The coronavirus crisis is no exception.
- The WHO would like to remind everyone that drinking alcohol will not protect you from coronavirus
- Alcohol sales up amid coronavirus pandemic
- Alcohol sales up in US during coronavirus outbreak
- Coronavirus lockdown: people are buying tons of alcohol

CPG: Baking

Baking continues to be a hot topic as people are on the lookout for new recipes. Readership about this topic is up by 2%, reaching 94M PVs.

CPG

Bread, Cake

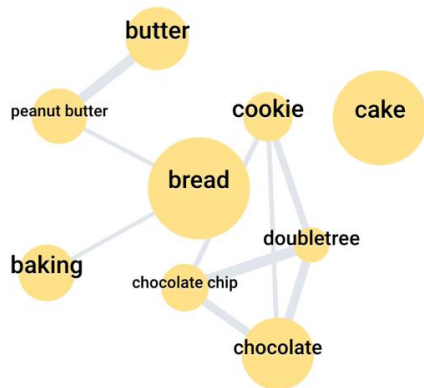
94M

All Traffic

Baking continues to be a hot topic as people are on the lookout for new recipes. Readership about this topic is up by 2%, reaching 94M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- All purpose flour vs. bread flour vs pastry flour vs cake flour: what's the difference?
- Great british lockdown bake off: homemade break and cake recipes
- Norweigian cardamom break braids
- Pineapple carrot bread
- Test kitchen taylor: 4 ingredient, 45 minute bread

CPG: Beverages - Milk/Coffee

Cocktails aren't the only drink recipes trending right now. People are also looking for milk-based drink recipes. Readership about milk and fun, experimental recipes using milk or coffee are up by 183%, reaching 1.8M PVs.

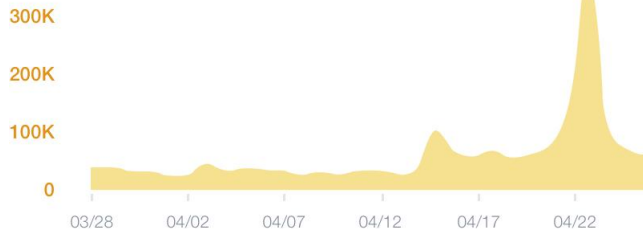
BEVERAGES

Milk, Dairy

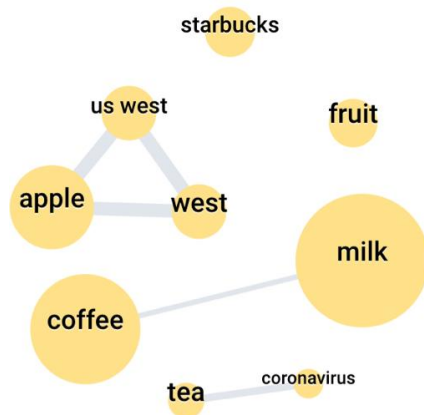
1.8M

Readership about milk and coffee is up by 183%, reaching 1.8M PVs.

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- Comforting coffee milk
- People are making whipped strawberry milk and it's easier to make than dalona coffee
- Lime milk shakes
- Does whole milk spoil faster than skim milk?
- Milk actually lasts longer than the expiration date - here's how to know when to toss it

CPG: Hair and Skin Care

With hair salons and dermatologists closed across the US, people look for tips or products that allow them to maintain their hair and skin at home. Readership on this topic is up by 29%, reaching 28M PVs.

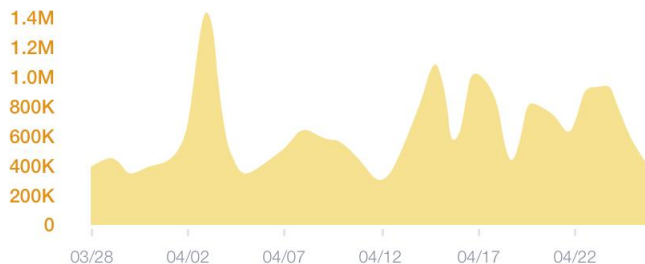
PERSONAL MAINTENANCE

Haircare and Skincare

28M

All Traffic

With salons closed across the US, people look for tips or products that allow them to maintain their hair and skin at home. Readership on this topic is up by 29%, reaching 28M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Castor oil can give you seriously glowing skin, prettier hair, and healthier nails
- How to remove hair dye from skin with these surprisingly affordable tips
- Skin care brean drunk elephant now makes hair products
- 5 blue shampoos that keep my lightened brown hair from looking brassy
- 7 best face oils to add to your skin care routine - and which is right for you

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

CPG: Food

Readership about how the coronavirus is affecting food generally across the US is trending and reached 46M PVs. There is an interest in everything from tips on staying well-fed right now, guidance for at-home food sources such as gardens, information how how the food supply is changing and details on local food pantries.

CPG

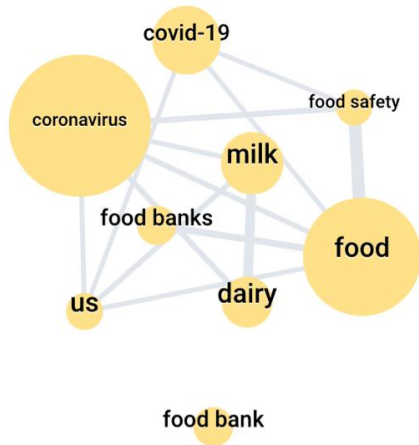
Coronavirus, Food

46M

All Traffic



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus home tips: how to stay calm, well-fed and healthy during the covid-19 outbreak
- Coronavirus philadelphia: city announces free food distribution for residents impacted by covid-19 crisis
- Coronavirus news: demand for NYC food pantries has doubled during covid-19 pandemic
- Coronavirus 'victory garden': plant yourself some food insurance during covid-19 outbreak
- Coronavirus Chicago: Wrigley Field service as food packing, distribution center for covid-19 relief

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

CPG: Meat

There are growing concerns over the food supply in the US - particularly for meat. Readership about this topic is up by 536%, reaching 17M PVs.

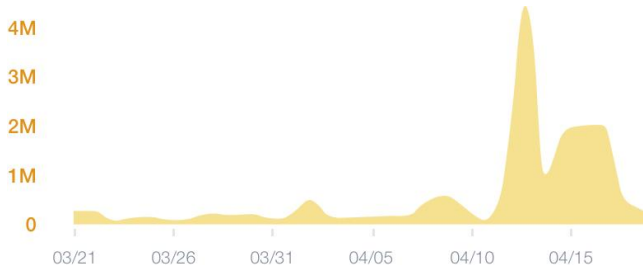
CPG

Meat, Food, Coronavirus

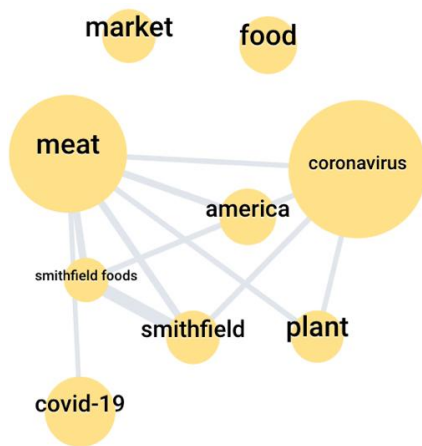
17M

All Traffic

There are growing concerns over the food supply in the US - particularly for meat. Readership about this topic is up by 536%, reaching 17M PVs..



Top Terms Matrix



Example of similar articles on Taboola network

- Coronavirus threat has business booming at Bay City's old fashioned meat markets
- Small business spotlight: local meat supplier Joyce Farms changes business model amid coronavirus pandemic
- Supermarkets adjust meat sections as coronavirus cuts supply
- Tyson boosts meat delivery as coronavirus panic clears grocery store shelves
- Coronavirus closes some meat plants, raising fears of shortages

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

CPG: Bakeware/Cookware

A lot of people are cooking and baking more often than they did pre-coronavirus, and are therefore looking for new kitchen supplies. Readership about this topic is up by 94%, reaching 2.5M PVs.

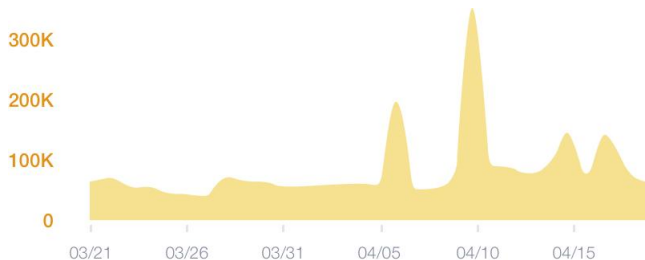
CPG

Kitchen, Oven, Cast Iron

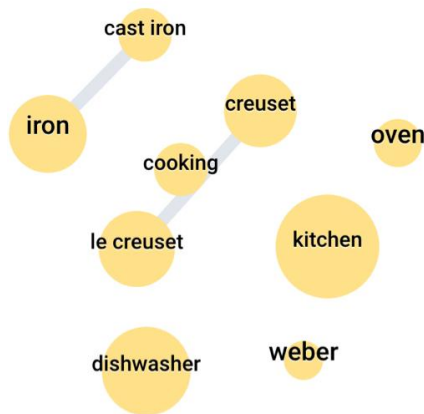
2.5M

All Traffic

A lot of people are cooking and baking more often than they did pre-coronavirus, and are therefore looking for new kitchen supplies. Readership about this topic is up by 94%, reaching 2.5M PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- Le Creuset online sale: deals as low as \$25
- The best kitchen sales this weekend
- I got this ridiculously large skillet and honestly it's the best kitchen tool i've ever owned
- 19 Gadgets our test kitchen loves most
- Clever kitchen storage hacks you've never thought of before

HOME & GARDEN

Trends & Predictions:

This remains to be a good time for any Home & Garden brands to promote products. Not only is it spring, so homeowners are starting to kick off outdoor projects, but being stuck at home is also causing an increased interest in tackling those indoor projects that people may have been putting off.

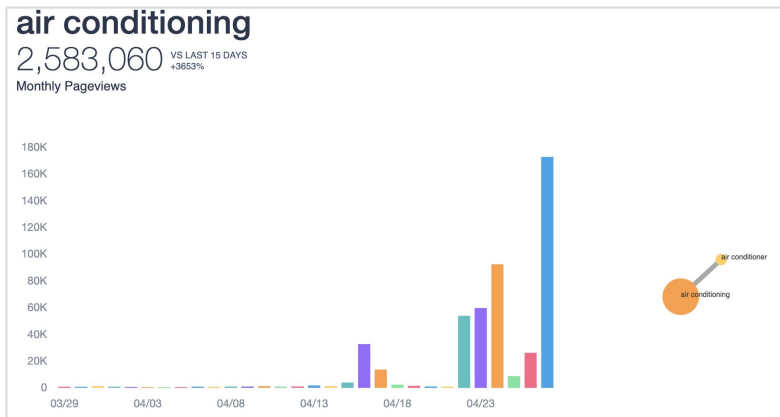
Share this data with companies like Lowes and Home Depot - who supply the materials for these projects, paint suppliers, furniture companies, etc. You should also suggest targeting any products that would be good for moms in advance of ***mother's day*** - like gardening tools and products.



Trending Keywords for Home & Garden:

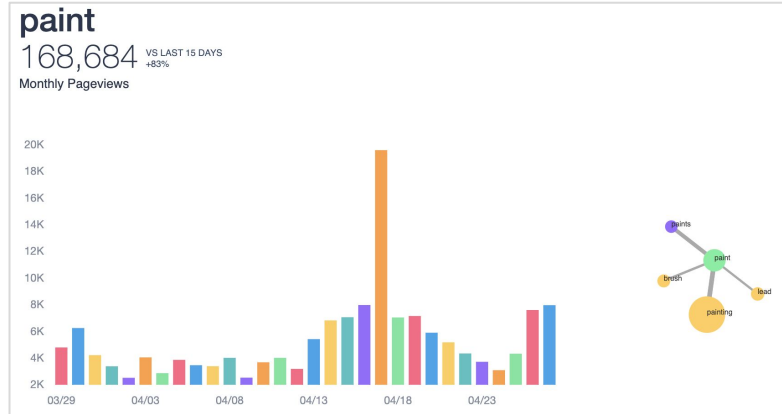
Air Conditioning

Monthly PVs: 2,583,060



Paint

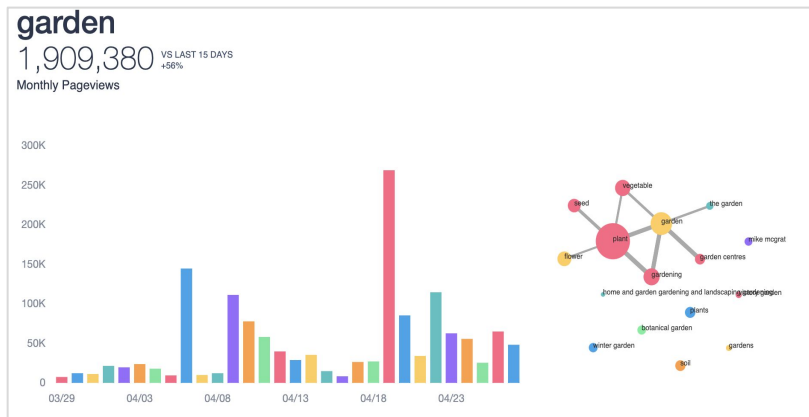
Monthly PVs: 168,684



Trending Keywords for Home & Garden:

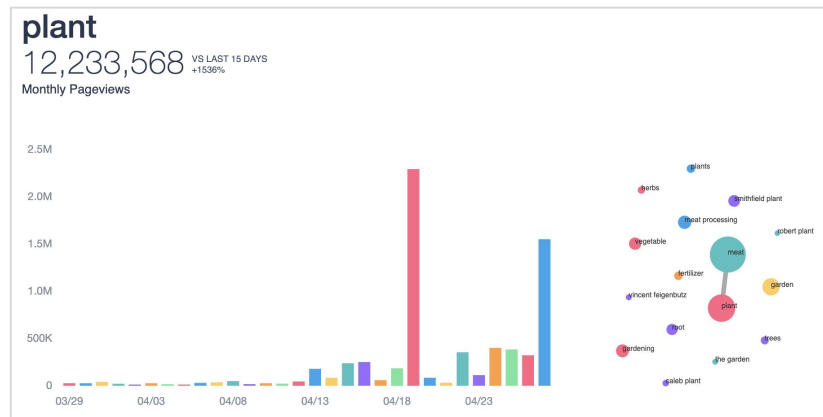
Garden

Monthly PVs: 1,909,380



Plant

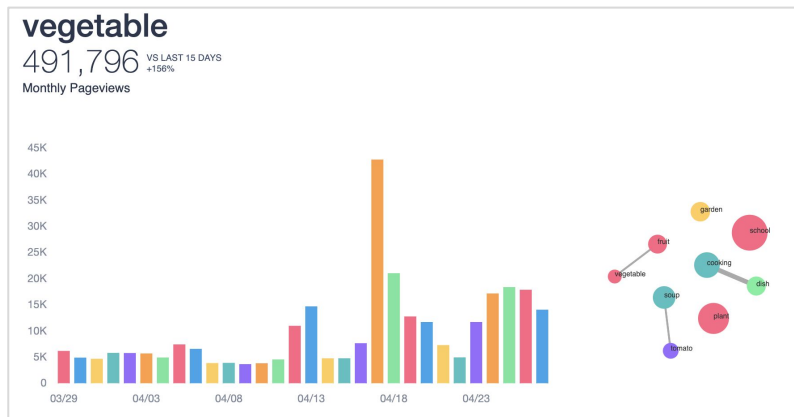
Monthly PVs: 12,233,568



Trending Keywords for Home & Garden:

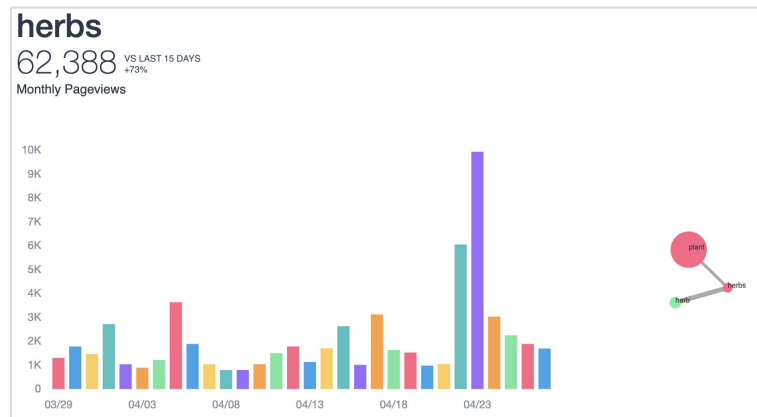
Vegetable

Monthly PVs: 491,796



Herbs

Monthly PVs: 62,388



****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Home & Garden: Plants/Seeds

Readers are getting ready to work on their gardens this spring, with readership around plants, gardens and seeds being up 119% and reaching 808K PVs.

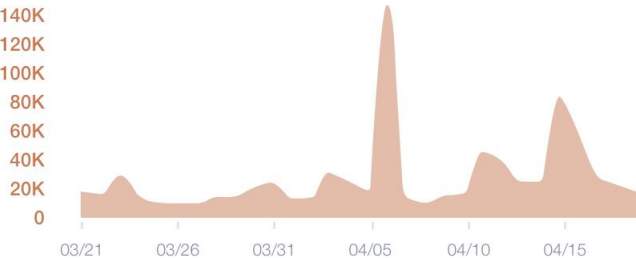
HOME & GARDEN

Plant, Garden, Seeds

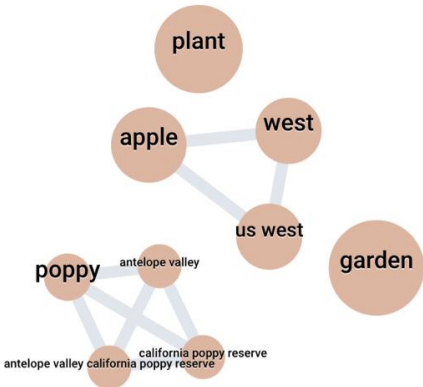
808K

All Traffic

Readers are getting ready to work on their gardens this spring, with readership around plants, gardens and seeds being up 119% and reaching 808K PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- How to plant apple tree cuttings
- How to make your own plant growing gel
- How to plant grass under pine trees
- How to care for a donkey ear plant
- When to plant black-eyed susan seeds

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Home & Garden: Window, Yard

Home owners are also getting ready to work on outdoor projects - such as their yard, windows and painting. Readership about this topic is up by 17%, reaching 455K PVs.

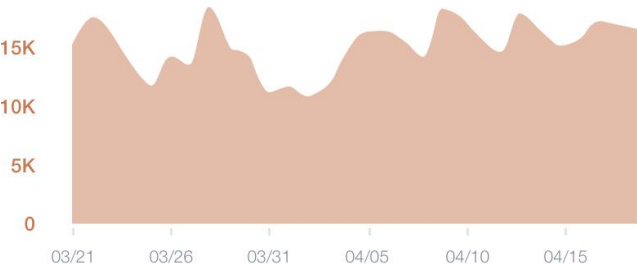
HOME & GARDEN

Window, Yard, Wood, Paint

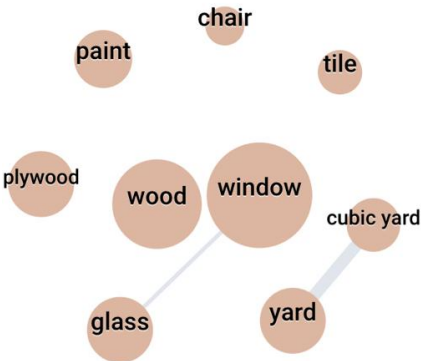
455K

All Traffic

Home owners are also getting ready to work on outdoor projects - such as their yard, windows and painting. Readership about this topic is up by 17%, reaching 455K PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- How to lower window blinds that are stuck at the top
- Standard sizes for window blinds
- How to open a sash lock window
- Window treatments that allow you to see out but not inside
- What do you call an area where a window juts out from a house?

****Repeat slide from last week (4.22), since there is no new data to share on this topic this week**

Home & Garden: Pipe and Plumbing

With less access to plumbers and contractors, people are left to have to figure out how to fix issues with their pipes and plumbing themselves. Readership about this topic is up by 6%, reaching 652K PVs.

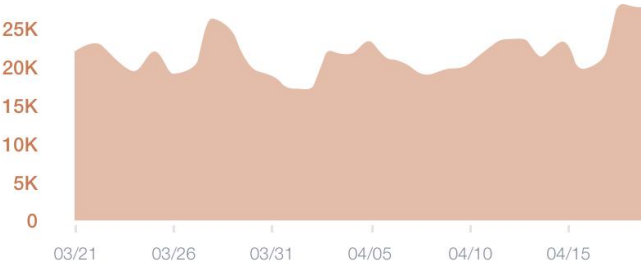
HOME & GARDEN

Pipe, Plumbing, Water

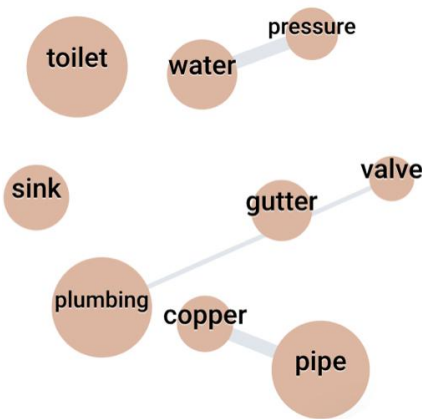
652K

All Traffic

With less access to plumbers and contractors, people are left to have to figure out how to fix issues with their pipes and plumbing themselves. Readership about this topic is up by 6%, reaching 652K PVs.



Top Terms Matrix



Example of similar articles on Taboola network

- How to use CPVC plastic plumbing pipe
- PEX supply pipe: everything you need to know
- How to fix a leaking pipe under the kitchen sink
- How to calculate the circumference of a pipe
- What is good for water pipe for a well

Taboola Network Data



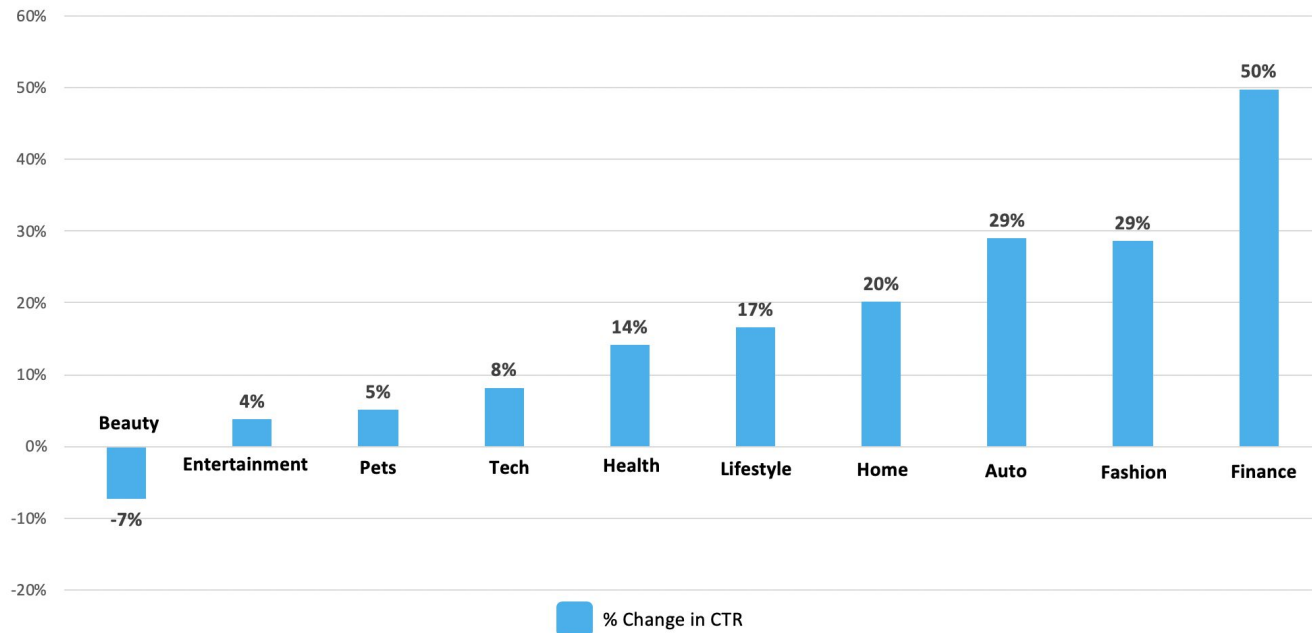
Lift in vCTR by Category

Moving into Q2 and the 'new normal' of COVID quarantine, we continue to see lift in average CTR for most categories when compared to Q1/pre-COVID timeframe.

Change In CTR By Category

Pre-COVID-19 VS. During COVID-19

**Jan 1 – Mar 16 VS. Mar 17 – Apr 26*



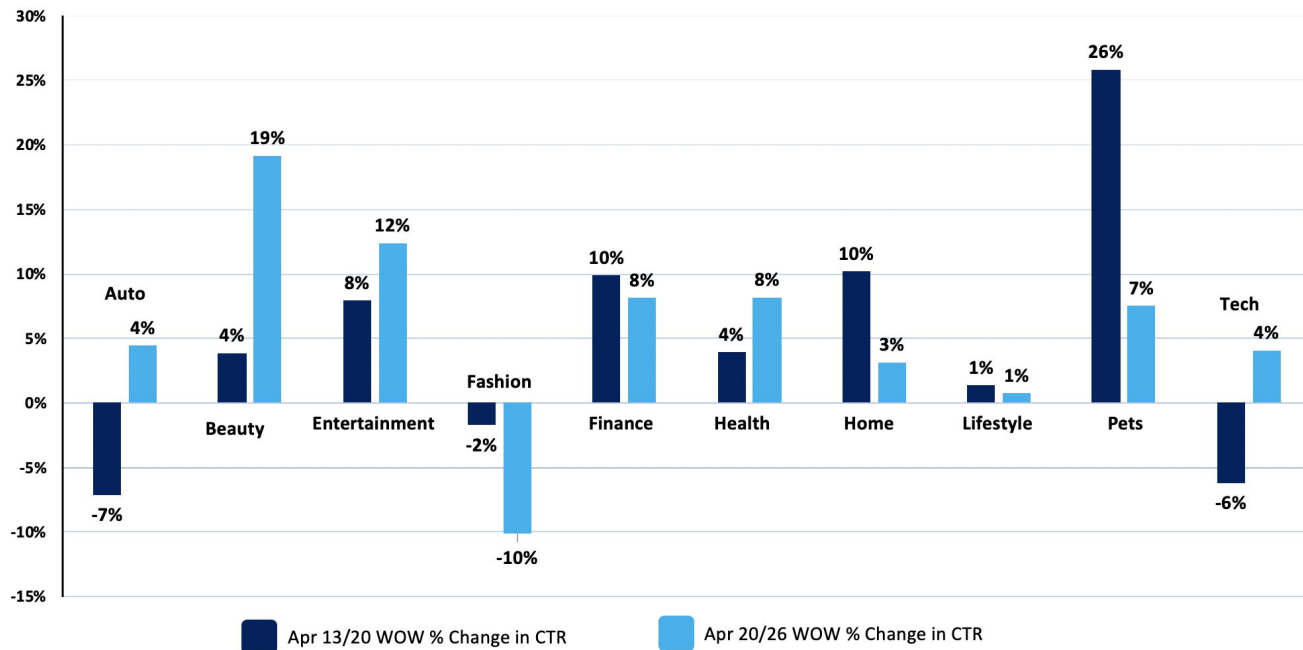
WOW Change in vCTR by Category

Our WOW view continues to show volatility. The categories with the highest positive increase in vCTR from Apr 20 to Apr 26 are Beauty (+19%), Entertainment (+12%), Finance (+8%), & Health (+8%).

Note that Tech & Auto are seeing positive growth from the previous week in which both were negative in vCTR growth.

Change In CTR By Category

WOW Apr 13/20 vs. Apr 20/26

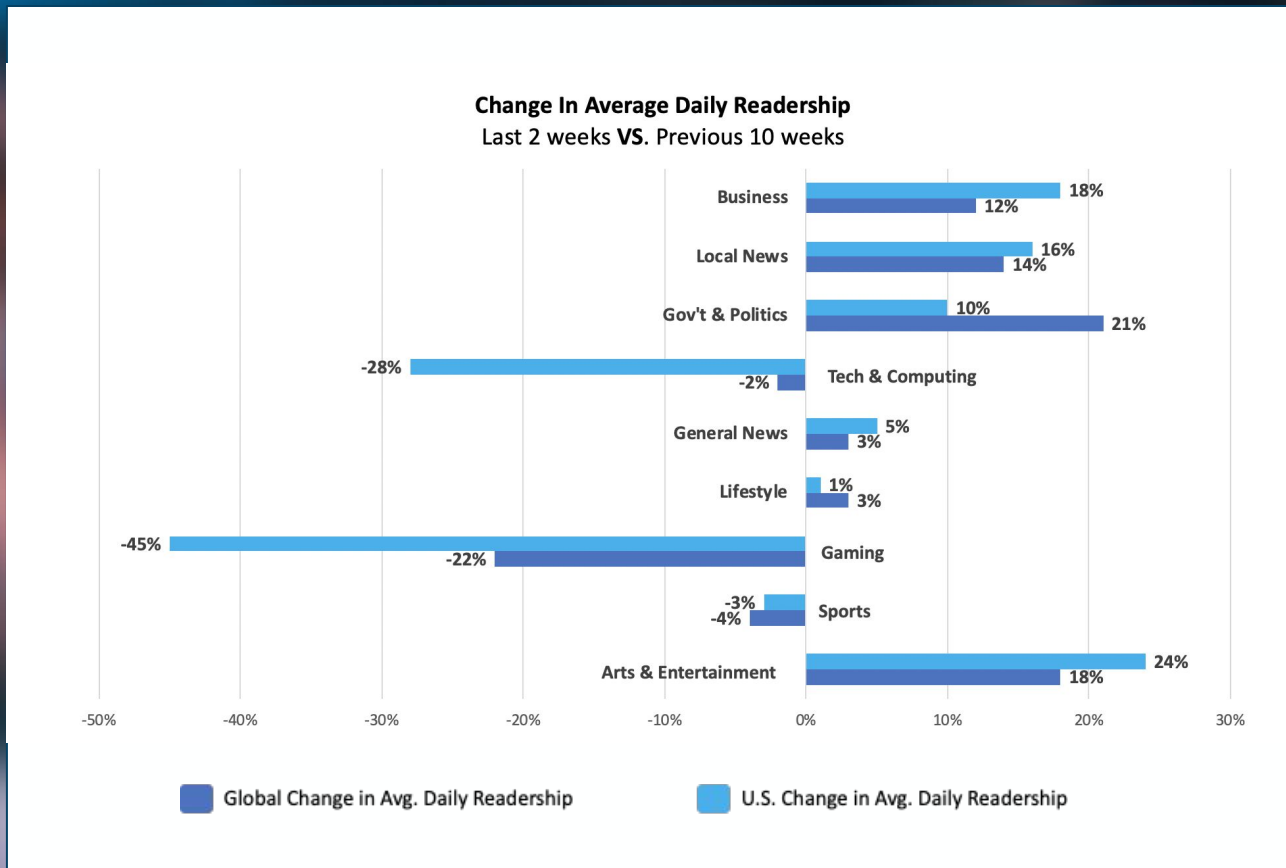


Change In Daily Readership Global vs. U.S.

In the U.S., our Business, Local News, and Arts & Entertainment publisher categories are seeing significant increases in daily average readership.

In contrast to what we see globally, the Gov't & Politics, Arts & Entertainment and Lifestyle categories are seeing a decrease in readers over the past 2 weeks.

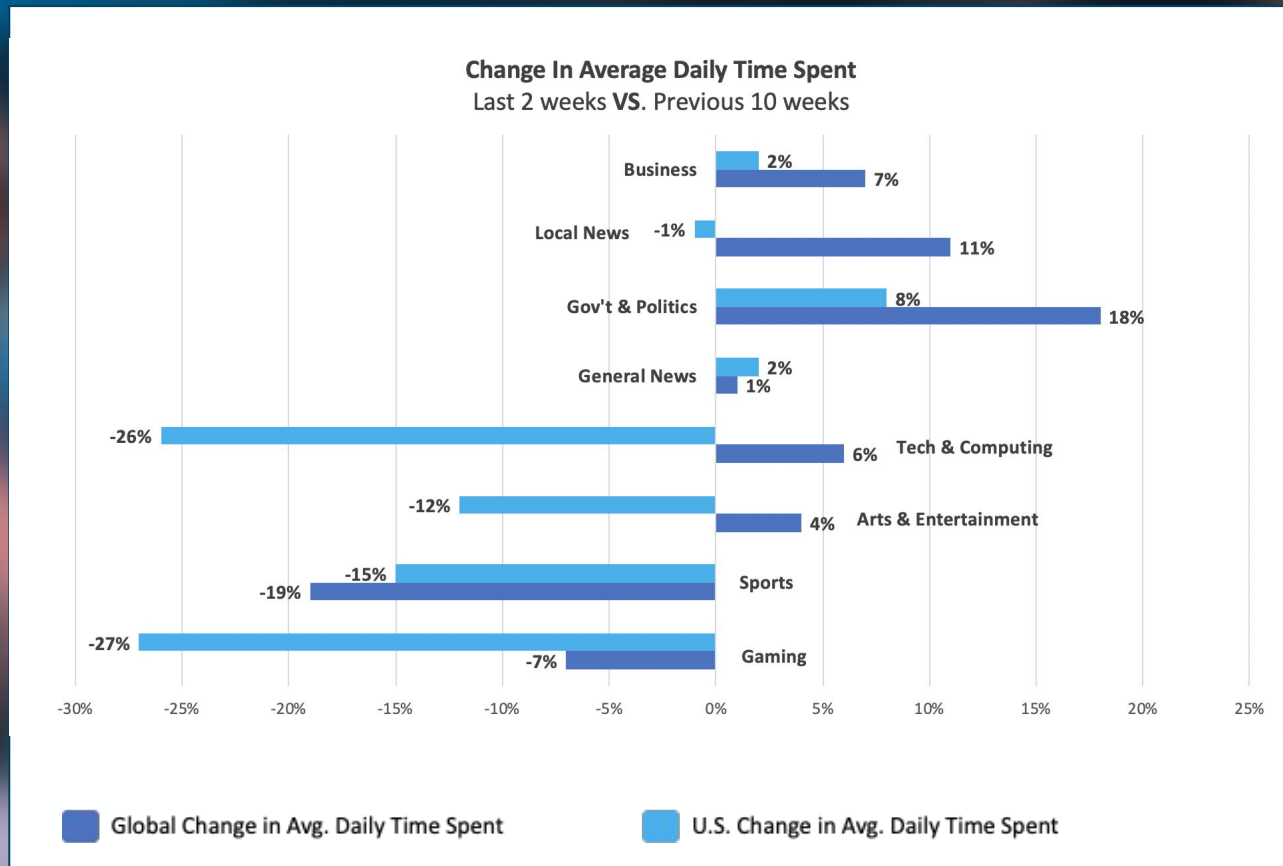
Feb 3 - Apr 12 vs Apr 13 - Apr 26



Change In Time Spent Global vs. U.S.

In the U.S. we are starting to see a return toward pre-COVID averages for time on page. Globally we are still seeing significantly increased time spent cross category (with the exception of Sports & Gaming).

Feb 3 - Apr 12 vs Apr 13 - Apr 26



Change In Pageviews Global vs. U.S.

Sports, Gaming and Tech & Computing content pageviews are seeing a major dip both in the U.S. and globally.

In contrast, there is more interest in Government & Politics and Arts & Entertainment categories globally than in the U.S.

Feb 3 - Apr 12 vs Apr 13 - Apr 26

