



ShareThis Year in Review

How the COVID-19 Pandemic Changed Online Engagement in 2020

Research Methodology

ShareThis examined the social behaviors of users throughout 2020, calculating a weekly ratio by category and sub-category to measure changes in user engagement.

The ratio is a normalized ratio, which is divided by the maximum event count for each category.

On the following pages ShareThis has mapped these ratios across the year to show larger engagement trends.

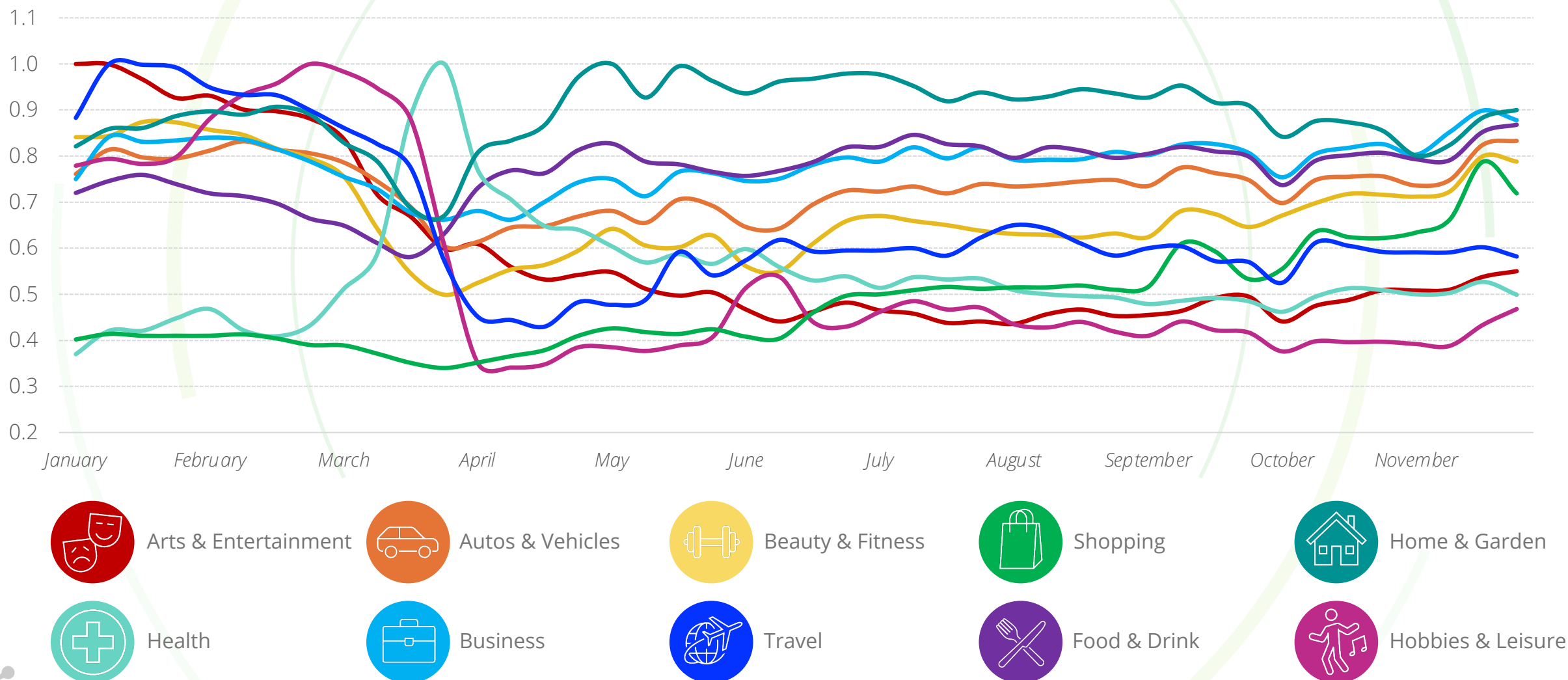
Data Time Frame: January – November 2020

Geo: Global



COVID Shook Up Online Engagement in 2020

Weekly Engagement Ratio by Category





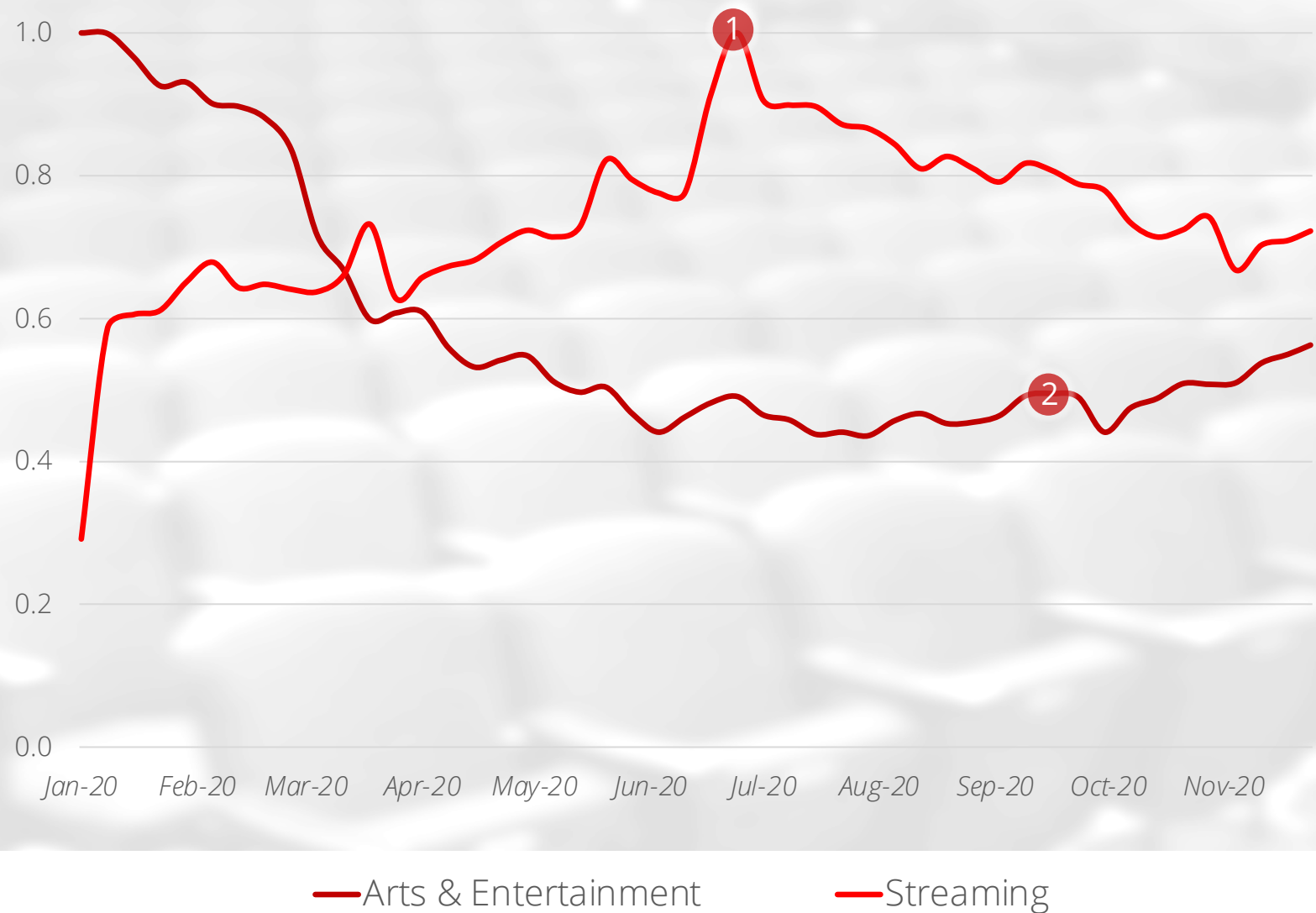
Arts & Entertainment

2020 Key Moments

1 +71% Streaming *(Since January)*
Streaming peaks as entertainment companies release new content they were holding onto

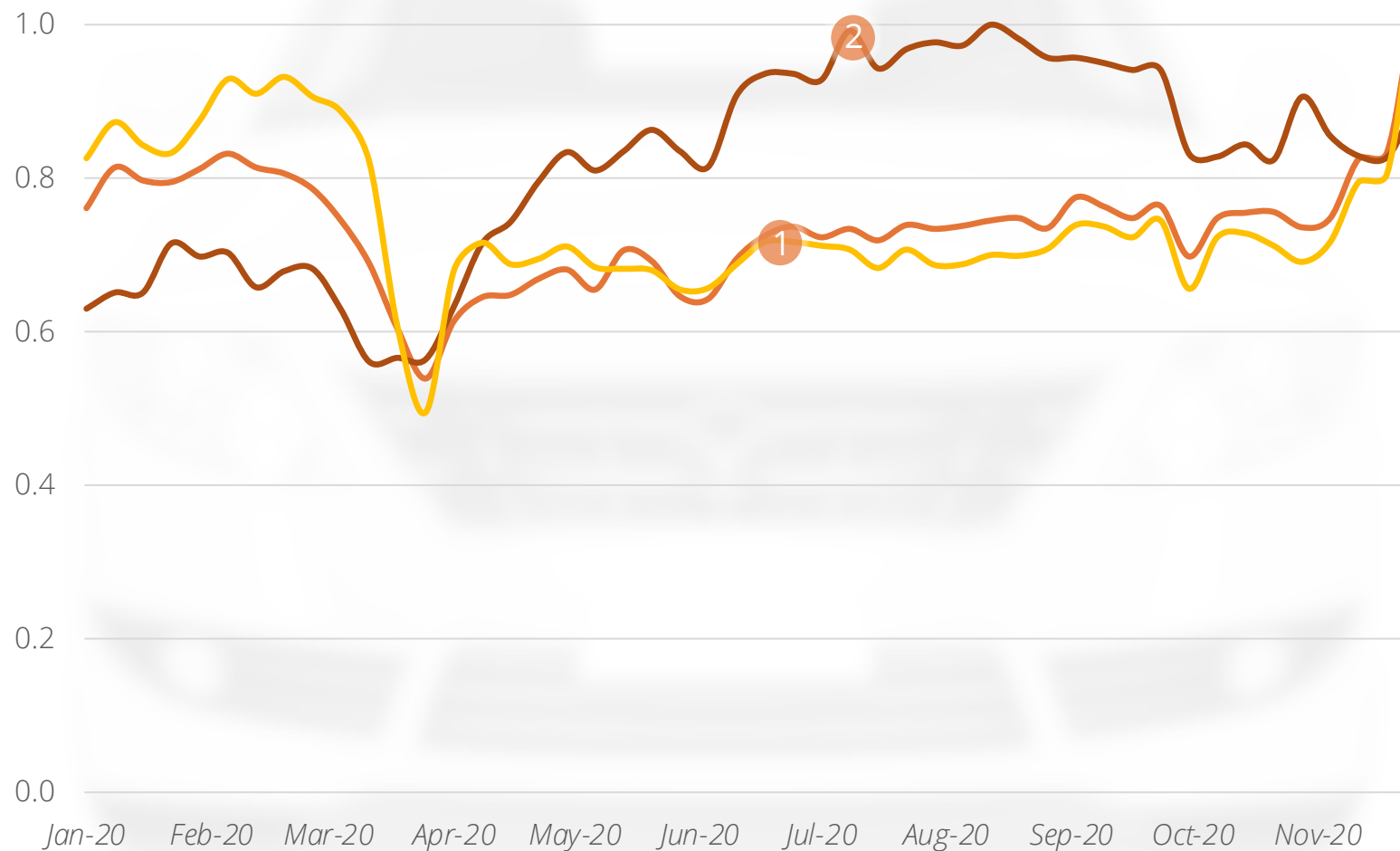
2 -49% Overall *(Since January)*
Although live entertainment remains shut down, tv and movie production returns and instills hope in the industry

With live entertainment halted indefinitely, Arts & Entertainment has been one of the categories hardest hit by COVID. Its return is slow, but evident.





Autos & Vehicles



— Autos & Vehicles — Bicycles — Vehicle Shopping

2020 Key Moments

- 15% Overall** *(Since January)*
Auto engagement and vehicle shopping switch, placing priority on a return to the road above car sales
- +52% Bicycles** *(Since January)*
Bicycles soar in engagement as more people travel within their community, coupled with summer weather

More time at home has slowed the auto category down and changed priorities, including means of local travel while the virus lingers.



Beauty & Fitness

2020 Key Moments

1

-2% Fitness *(Since January)*

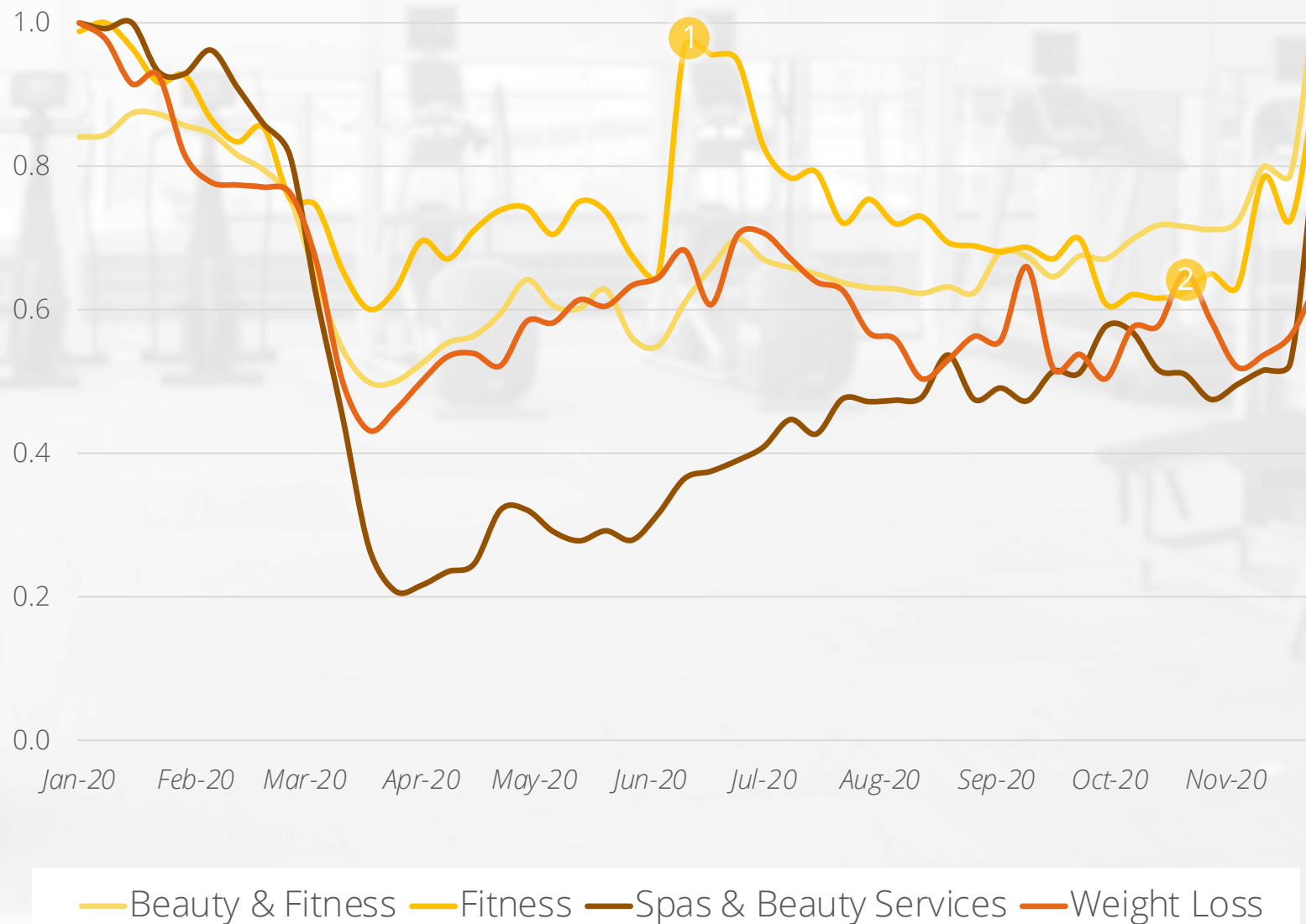
Fitness recovered quickly from COVID's hit with home gym endeavors, and skyrocketed when users started to return to normal routines over the summer months

2

-33% Weight Loss *(Since January)*

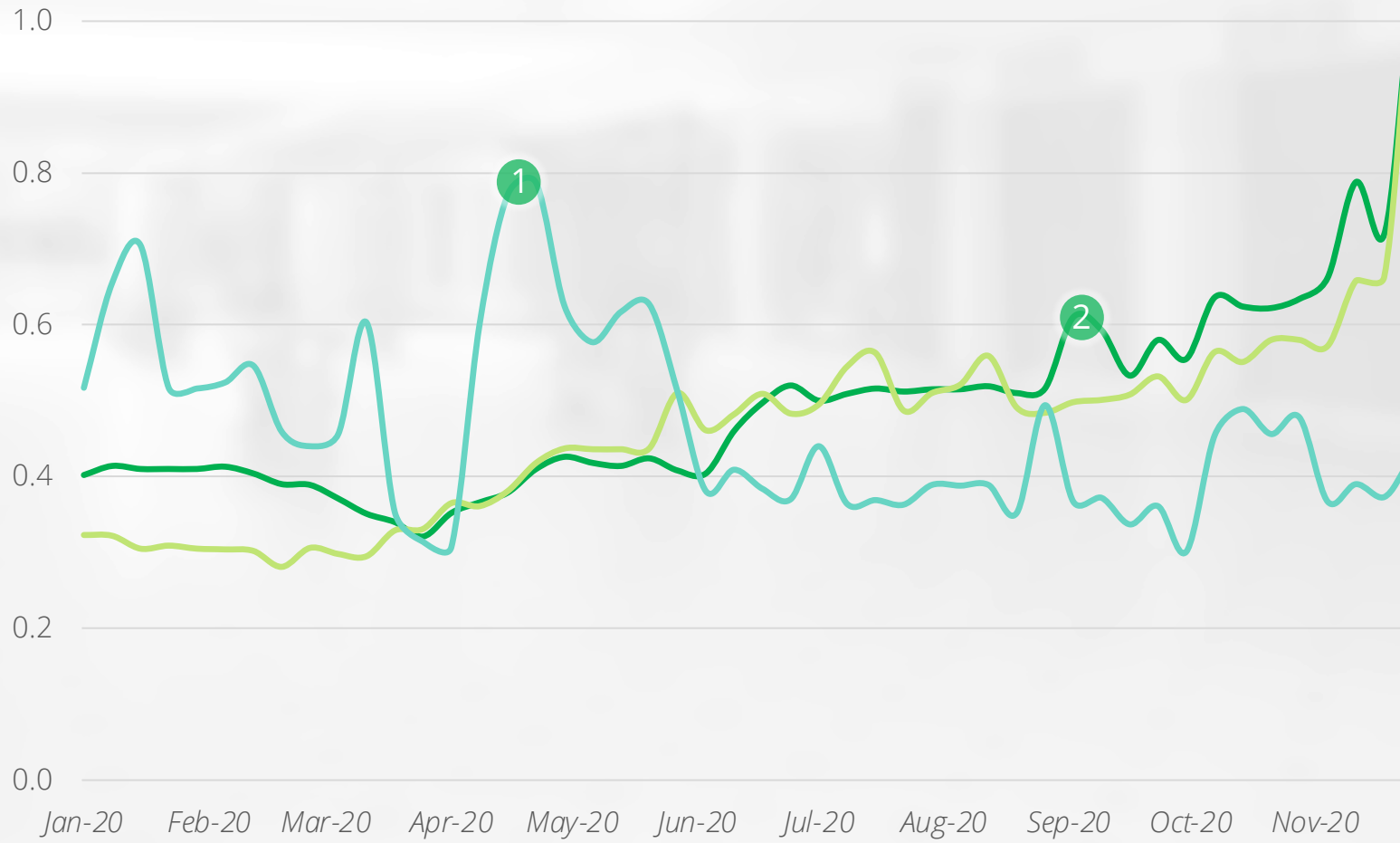
Stay at home orders encouraged healthy habits for some, but weight loss engagement isn't growing ahead of the holidays

Fitness sustained the Beauty & Fitness Category during COVID, while Beauty, and especially Beauty Services, plummeted and will have a long road to recovery.





Shopping



— Shopping — Discount & Outlet Stores — Retail Trade

2020 Key Moments

- +12% Retail** *(Since January)*
Retail saw a surge in engagement as people prepared for lockdowns with home office supplies, loungewear, and more, but has struggled ever since.
- +43% Overall** *(Since January)*
Thanks to e-commerce, the Shopping category has slowly grown throughout the year. In September we saw a return to normal shopping behavior that overtook Discount & Outlet Shopping.

Shopping has seen steady growth in 2020 as e-commerce and direct to consumer retailers have acted on strategies to succeed in a pandemic, but there is more recovery to be had for the retail trade.



Home & Garden

2020 Key Moments

1

+13% Overall *(Since January)*

More time at home caused us all to take a closer look at our living spaces and encouraged change.

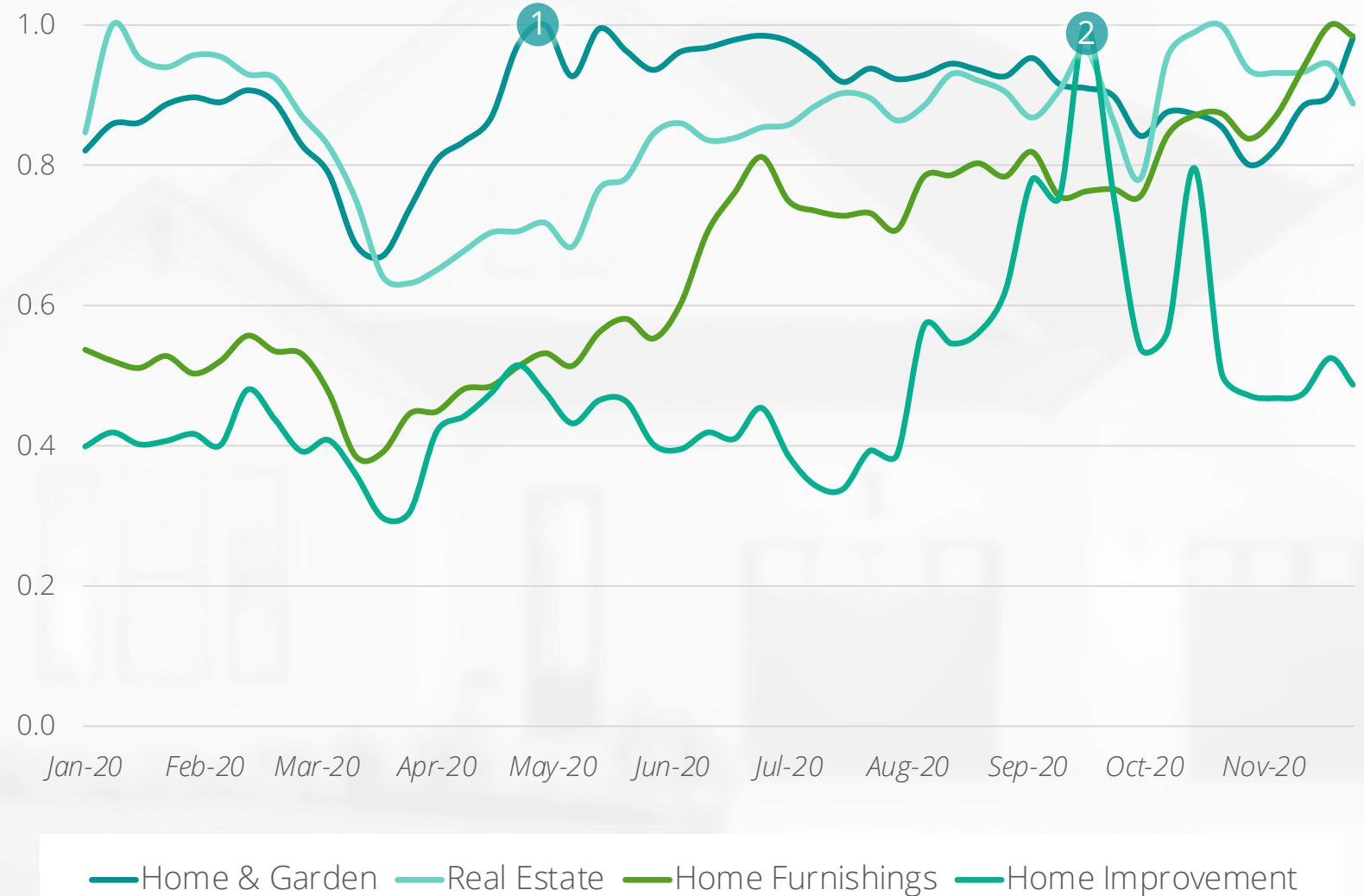
2

+139% Home Improvement

(Since January)

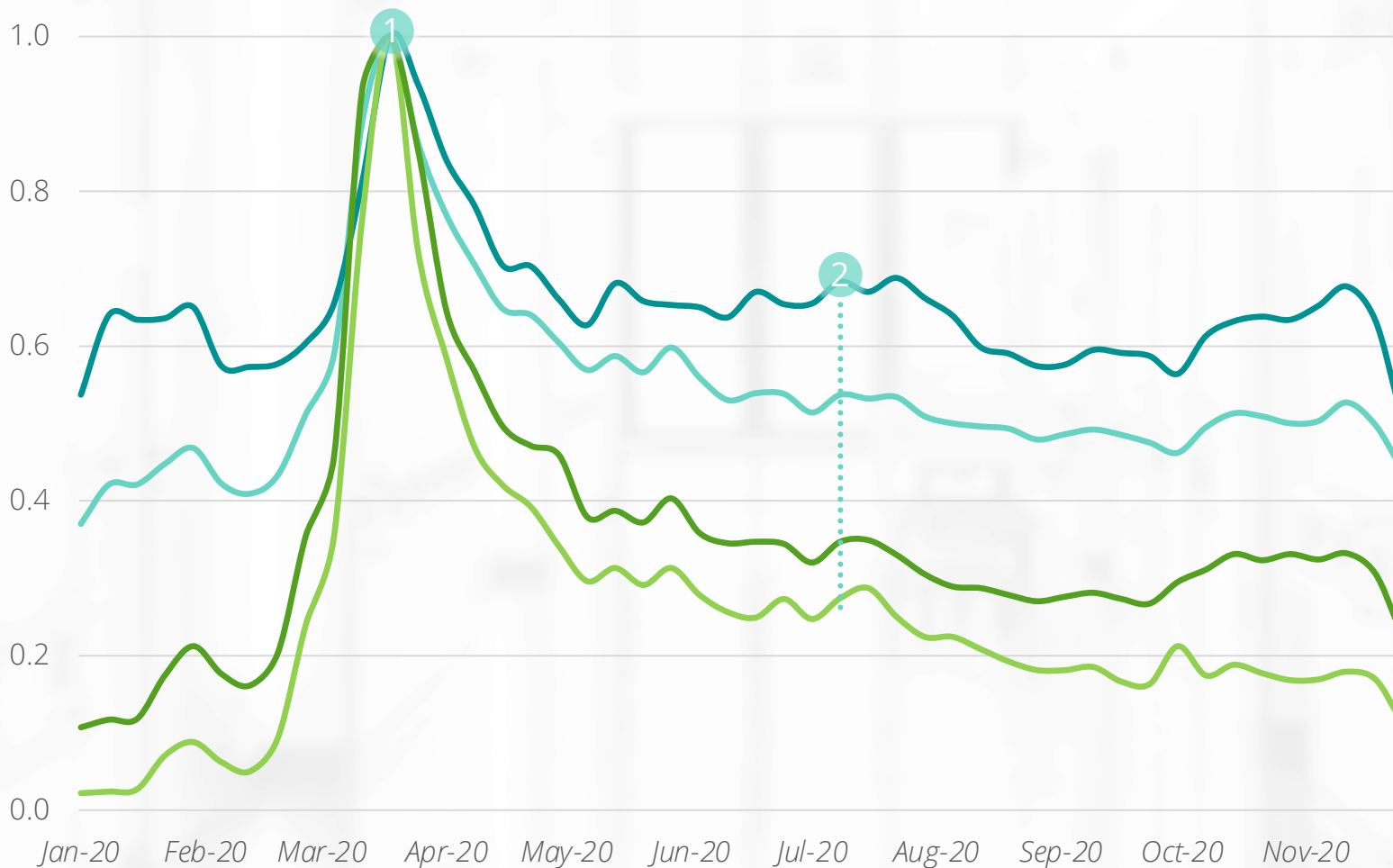
As a new normal arrived in the fall, home improvement and real estate boomed as people moved or modified their living situations.

The pandemic caused an evaluation of our home life that led to changes for many over the course of the year, and noticeable growth for the category.





Health



— Health — Medical Facilities & Services — Public Health — Health Conditions

2020 Key Moments

1 **+559% Average Overall**

(Since January)

Health was the only category that spiked as the pandemic hit, as people were desperate for information and medical advice.

2 **+87% Average Overall**

(Since January)

After engagement settled from the initial introduction to COVID, the hierarchy of user interest remained the same, but all engagement was elevated.

The Health category had the most dramatic trajectory during the pandemic, with a huge spike in interest followed by consistent increased engagement.



Business, Education, & Jobs

2020 Key Moments

1

-51% Jobs *(Since January)*

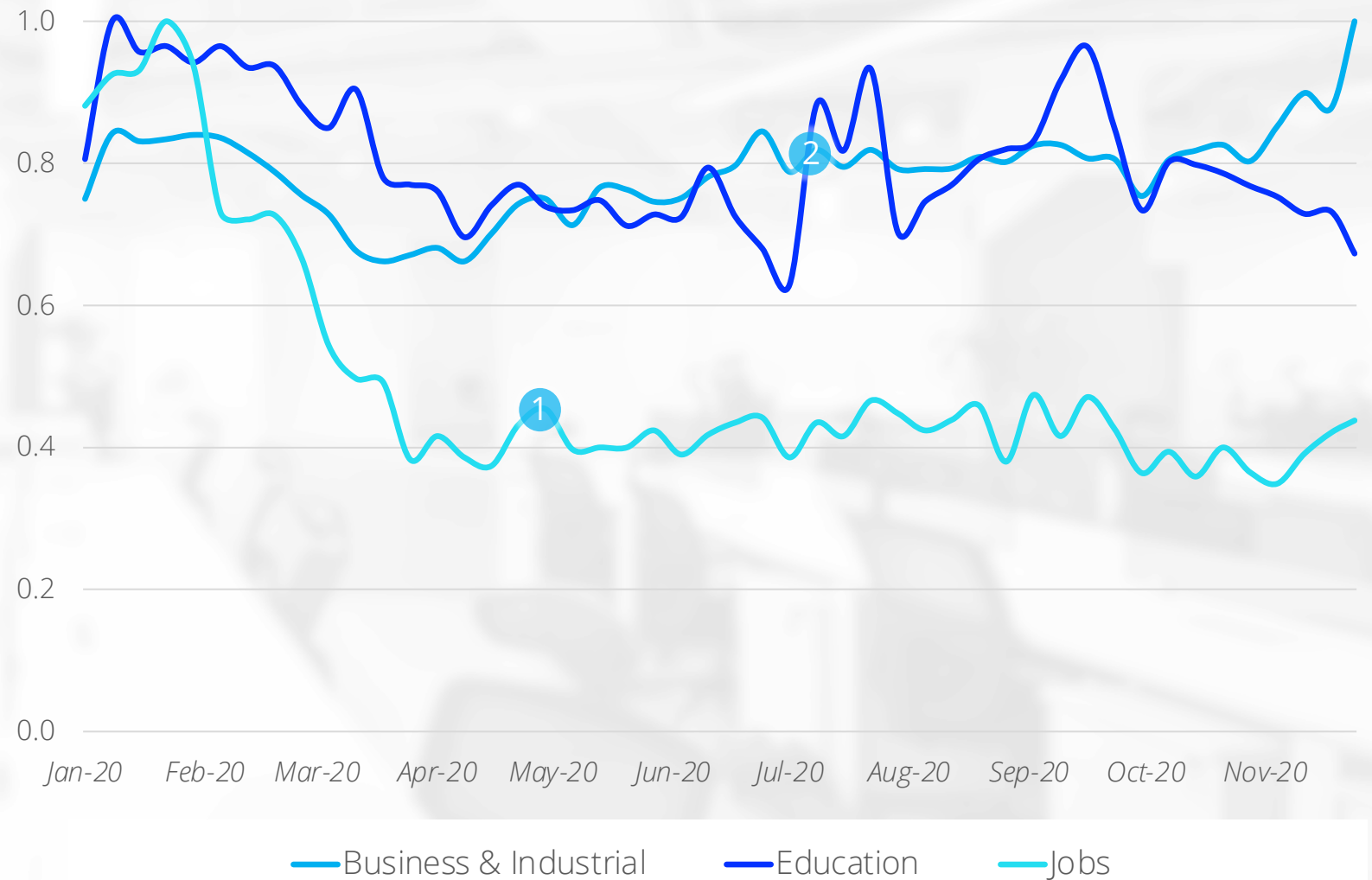
Once jobs fell, they didn't recover for the remainder of 2020

2

-2% Business *(Since January)*

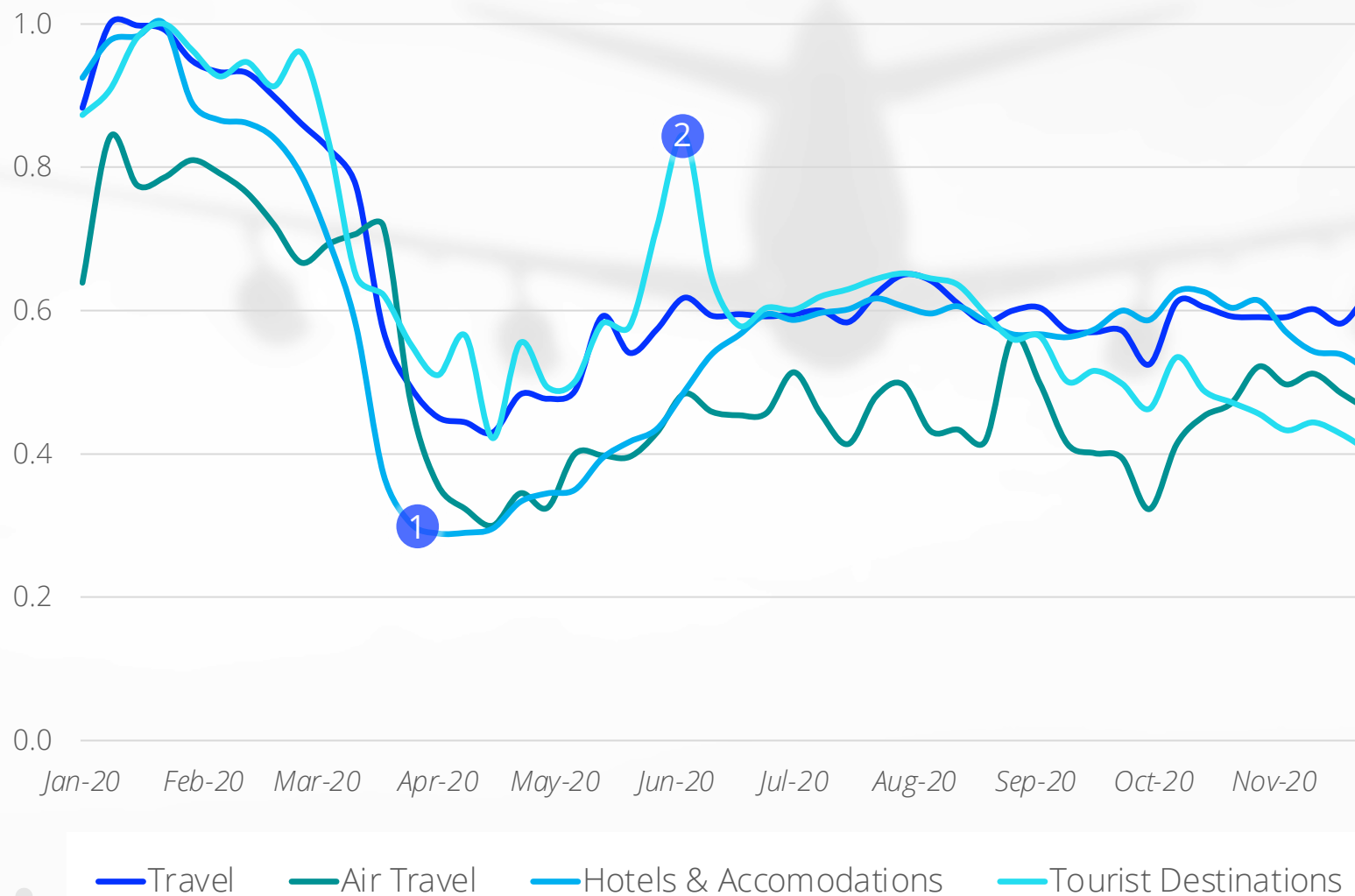
Business was mostly steady throughout the year, with some growth toward a normal engagement level at the end of summer, mirroring the return to education after summer

Business appeared to carry on as usual in 2020, while Jobs stayed low and Education saw ups and downs with new challenges like home schooling.





Travel



2020 Key Moments

- 1 -70% Hotels & Accommodations**
(Since January)
Hotels and Accommodations dropped the furthest at the onset of COVID, but recovered more quickly over time than Air Travel
- 2 -14% Tourist Destinations**
(Since January)
As some areas opened back up in June, there was an eagerness to return to favorite places and get back out into the world

Travel is one of the categories that has not seen a recovery from the pandemic, and probably will not for quite some time.



Food & Drink

2020 Key Moments

1

+27% Cooking *(Since January)*

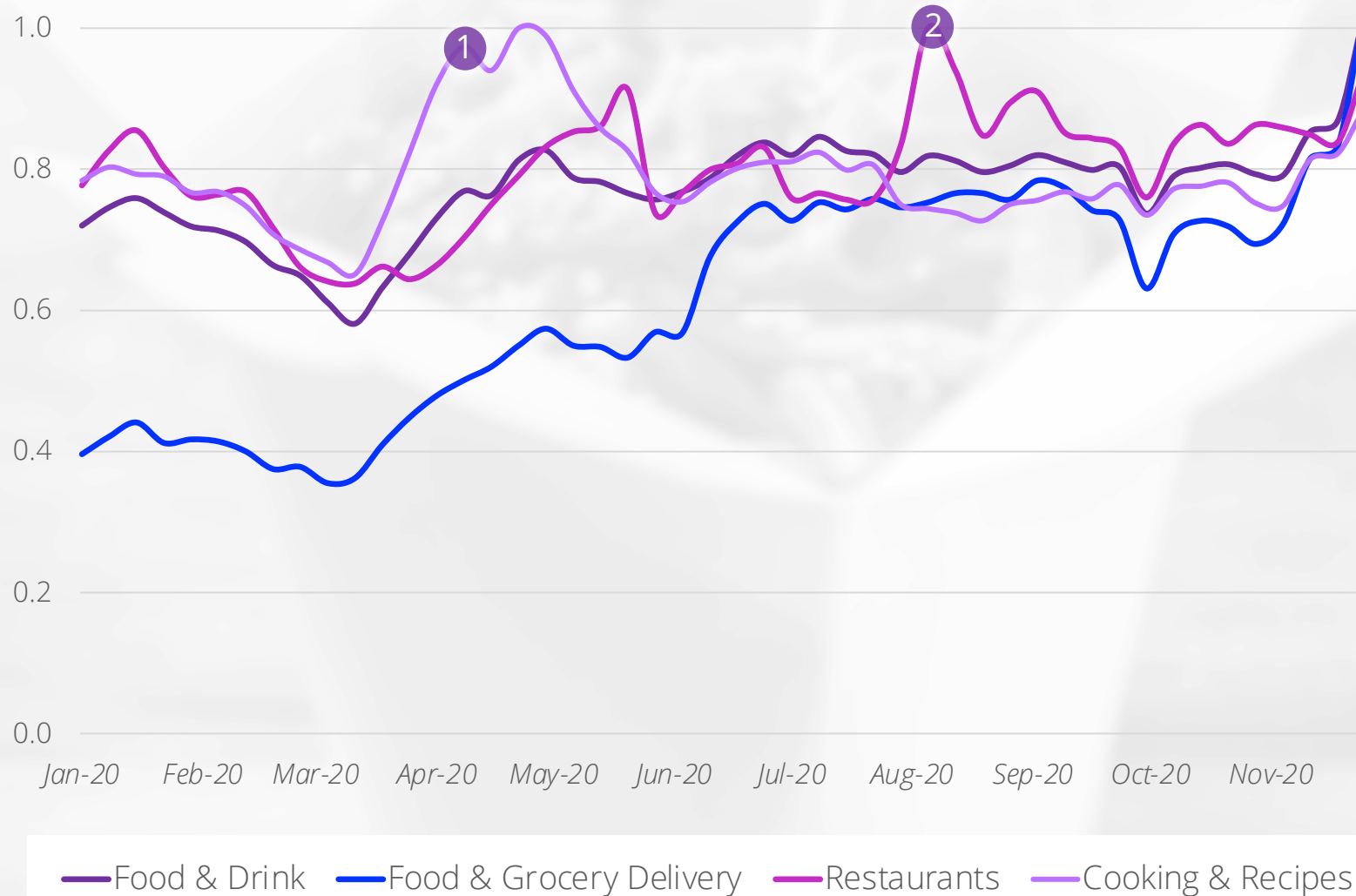
Staying at home meant everyone dusted off their cookbooks and made their own meals to stay safe, more than ever before

2

+16% Restaurants *(Since January)*

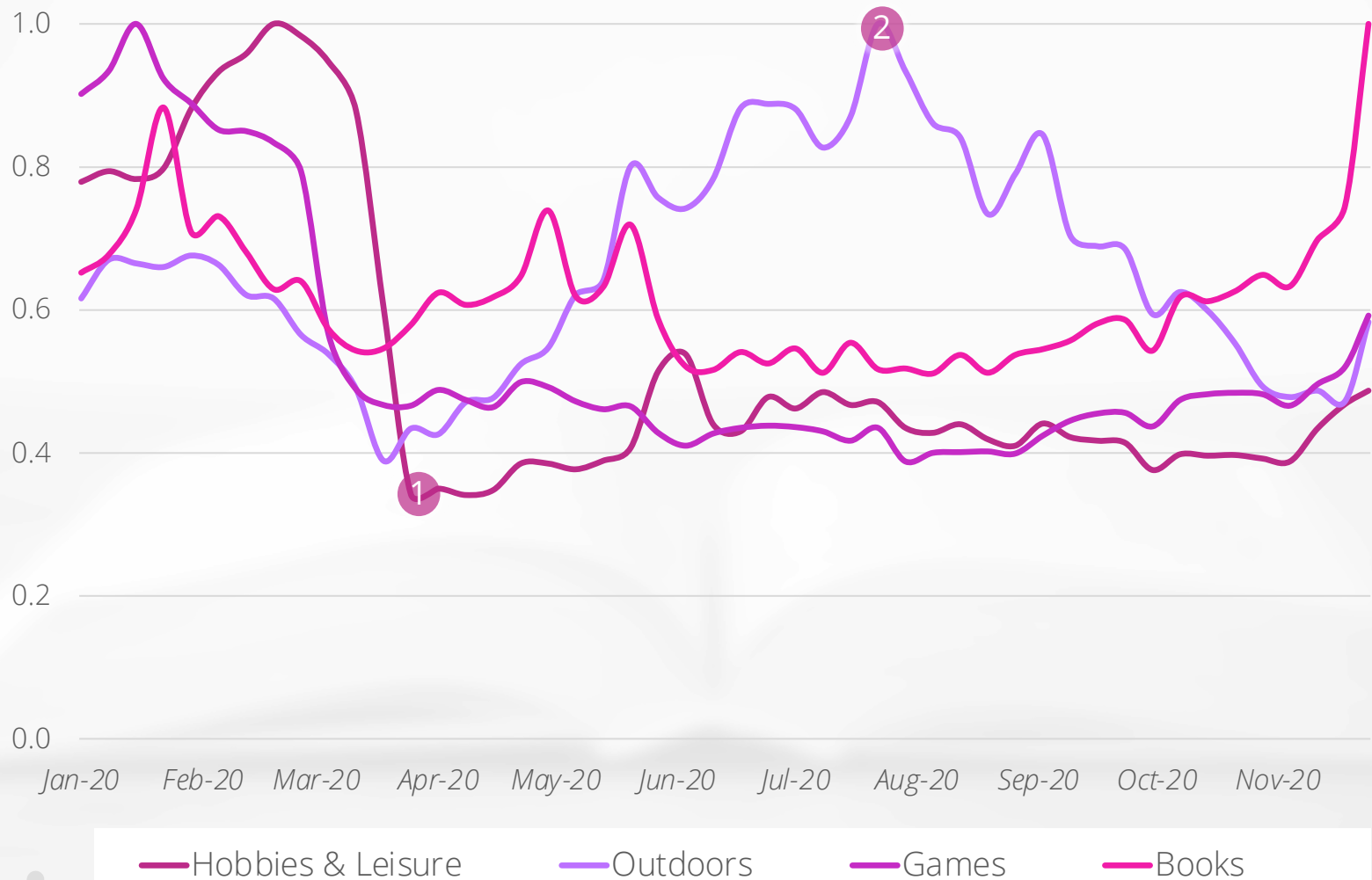
Restaurants pivoted to clever solutions quickly to capitalize on take out, delivery, and outdoor dining

The landscape of Food & Drink changed this year as cooking peaked, restaurants changed course, and delivery showed a steady climb that solidifies it as a staple for the future.





Hobbies & Leisure



2020 Key Moments

- 64% Overall** *(Since January)*
Engagement with hobbies initially plummeted when COVID hit, since the focus was on survival above comfort and many hobby establishments closed
- +50% Outdoors** *(Since January)*
With so many venues closed, users turned to the great outdoors en masse

Hobbies took a back seat initially when COVID hit, but we are seeing new priorities of engagement in the category emerge.

Thank You