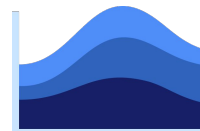
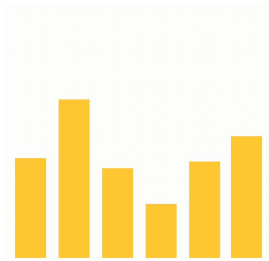


Digital Trends 2020

Tomas Seliokas - Strategic Consultant

February 2020



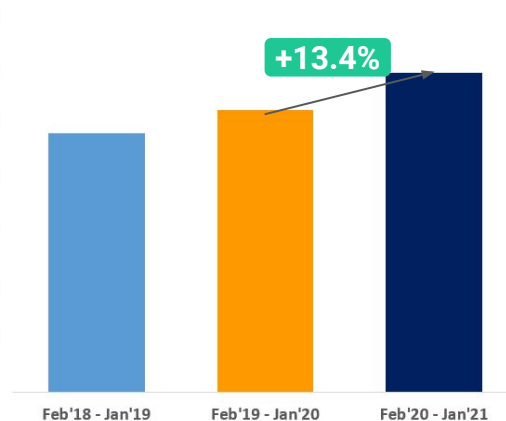
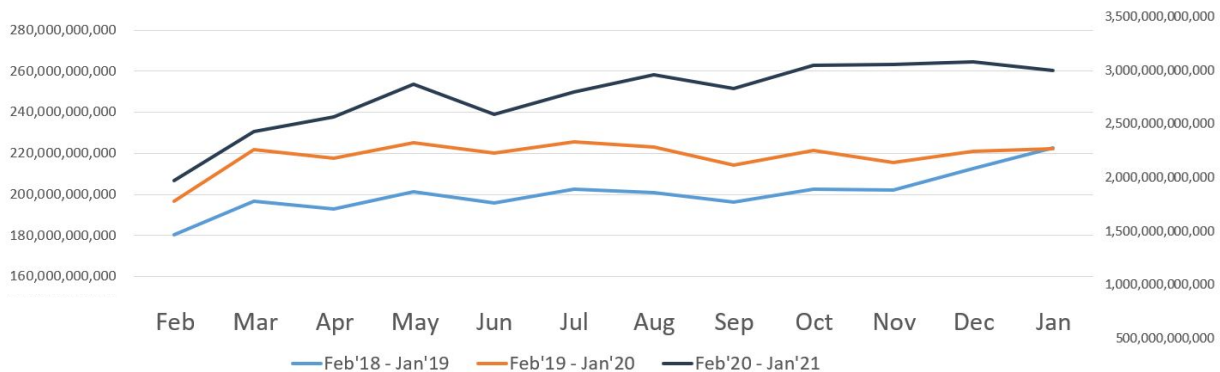


General Trends



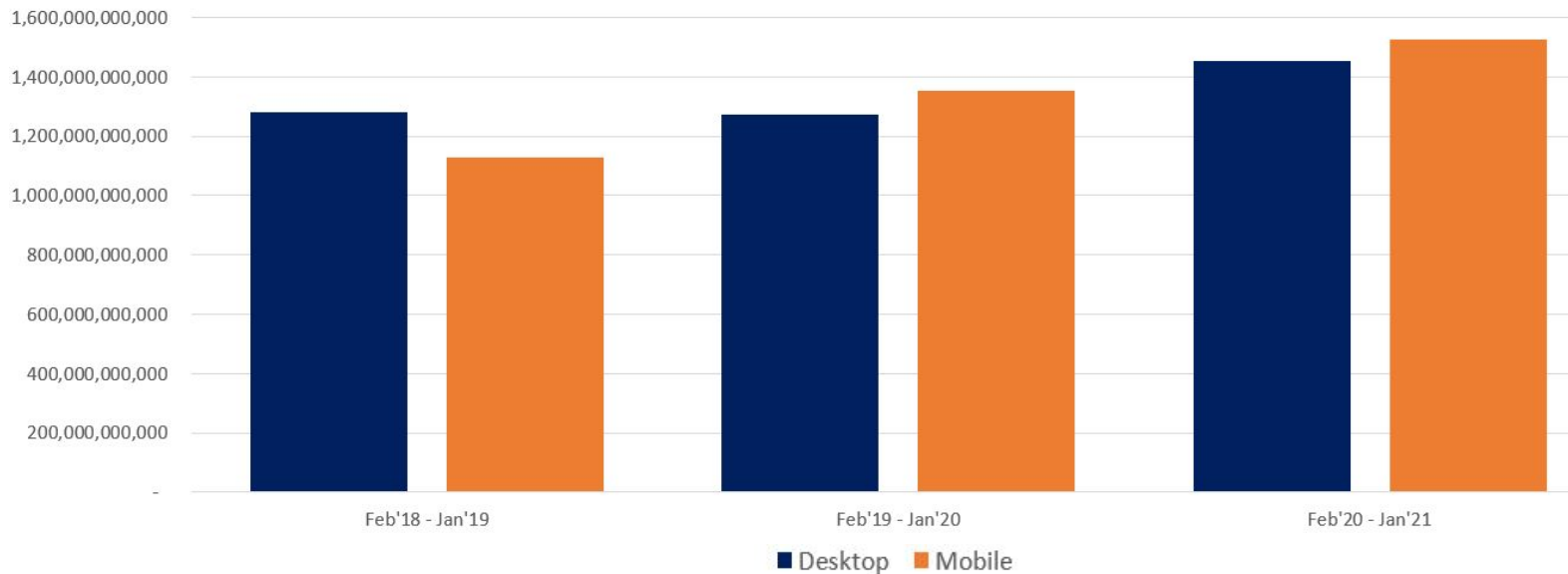
Web traffic is on the rise in 2020

Traffic to top 100 sites worldwide | Feb'18 - Jan'21



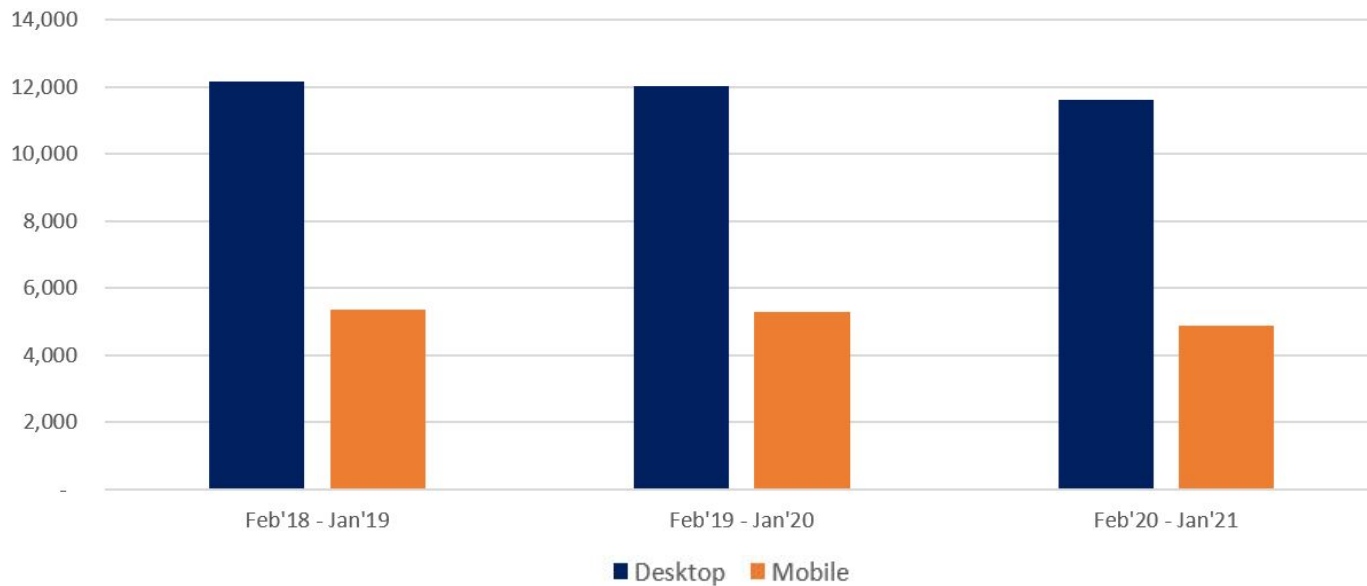
Desktop is reversing the trend and growing more than mobile traffic in 2020

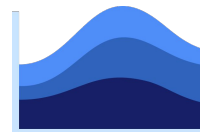
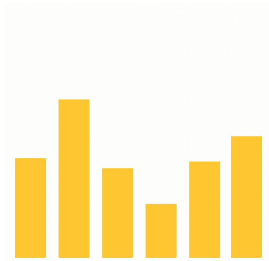
Traffic to top 100 sites | Feb'18 - Jan'21



Attention spans are getting shorter

Visit duration on top 100 sites worldwide | Feb'18 - Jan'21



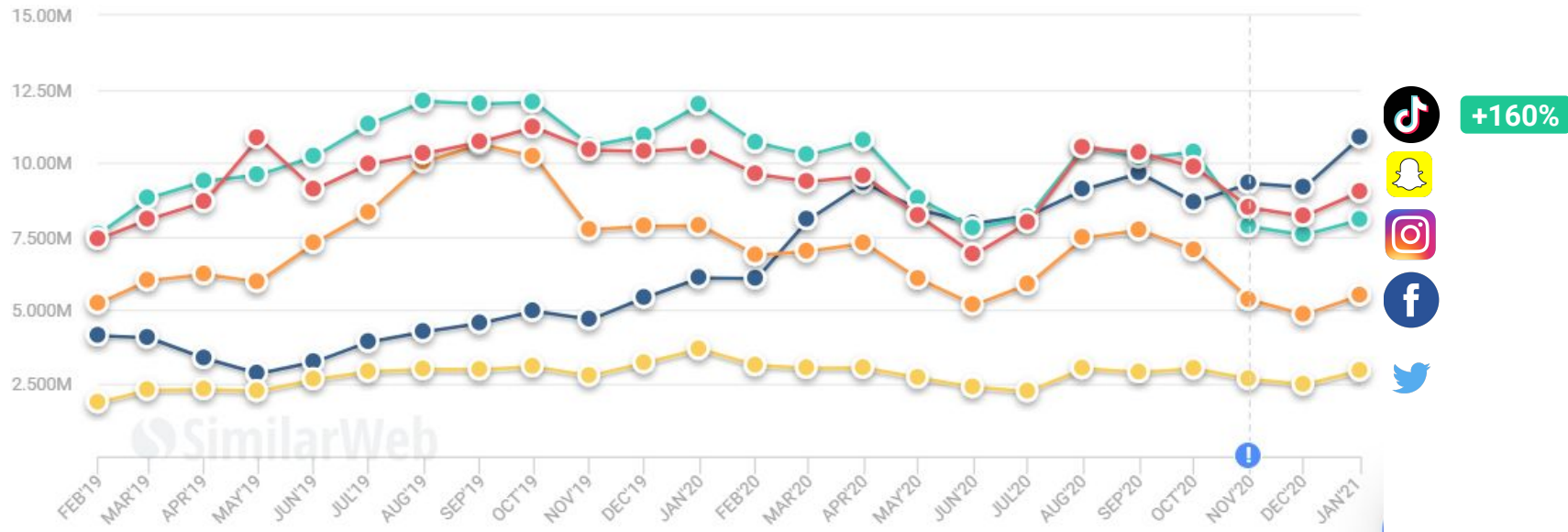


Social Media & Streaming



TikTok popularity keeps growing overtaking all major players in monthly downloads

Monthly App Downloads | Feb'19 - Jan'21



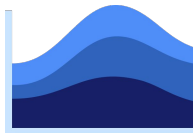
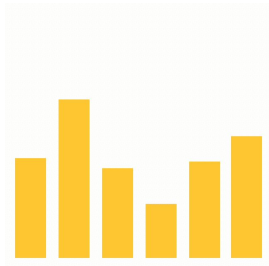
Prime Video has increased the lead in app downloads during the lockdown over Netflix

App Downloads | USA



prime video





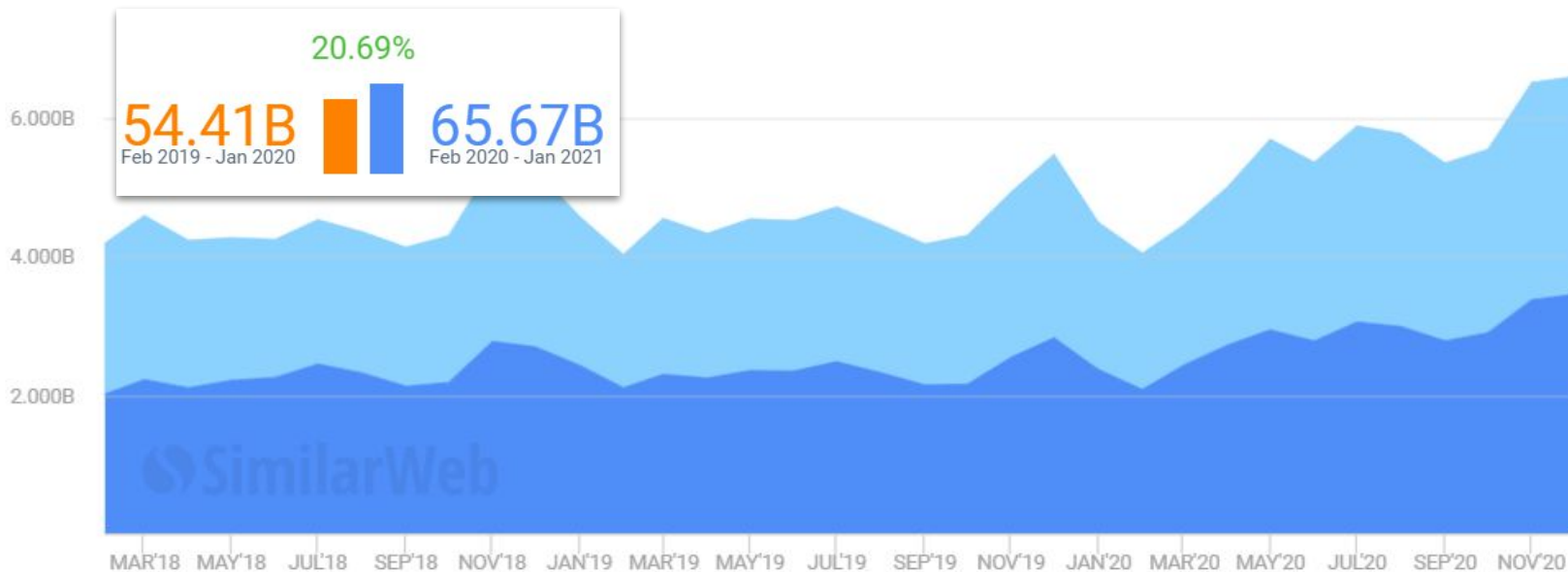
Shopping



Shopping category has experienced tremendous growth of 21% in 2020

Traffic to shopping category | US

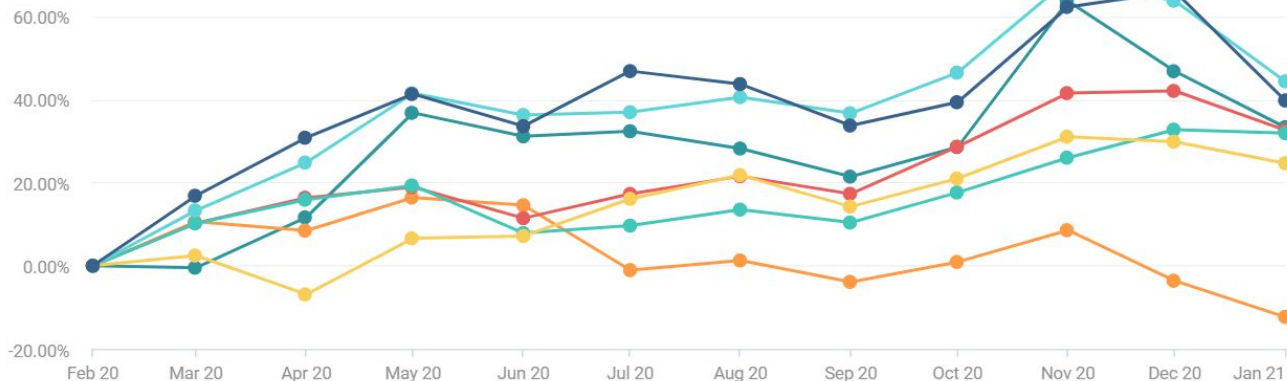
Shopping category has experienced an increase of 20% during the last 12 months with shopping season in November being 32% higher YoY



The UK and the US have experienced the largest growth in online shopping during 2020

Traffic to shopping category per country

● Brazil ● China ● Germany ● Japan ● Russia ● United Kingdom
● United States



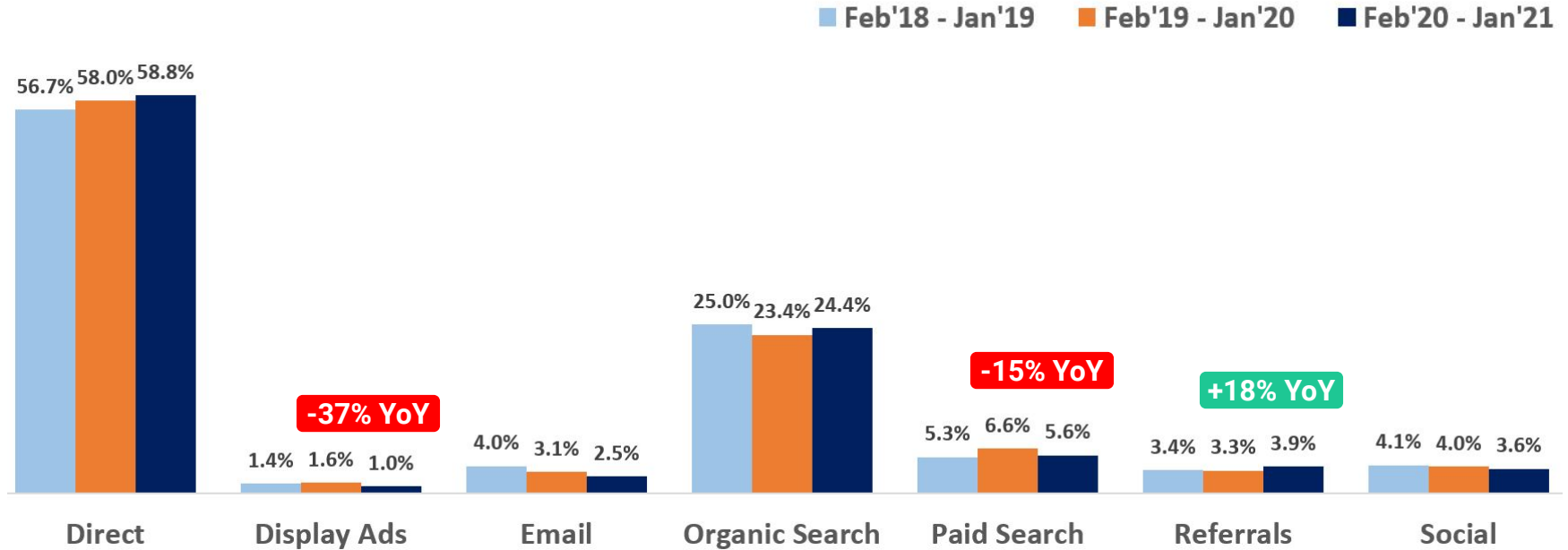
January 2021



● Brazil	33.39%
● China	-12.31%
● Germany	32.70%
● Japan	31.96%
● Russia	24.71%
● United Kingdom	44.43%
● United States	39.83%

Shopping websites slashing their paid budgets and relying on referrals and affiliates more than ever before

Marketing Channels - Traffic Share - Top 100 Shopping Sites



Thank You