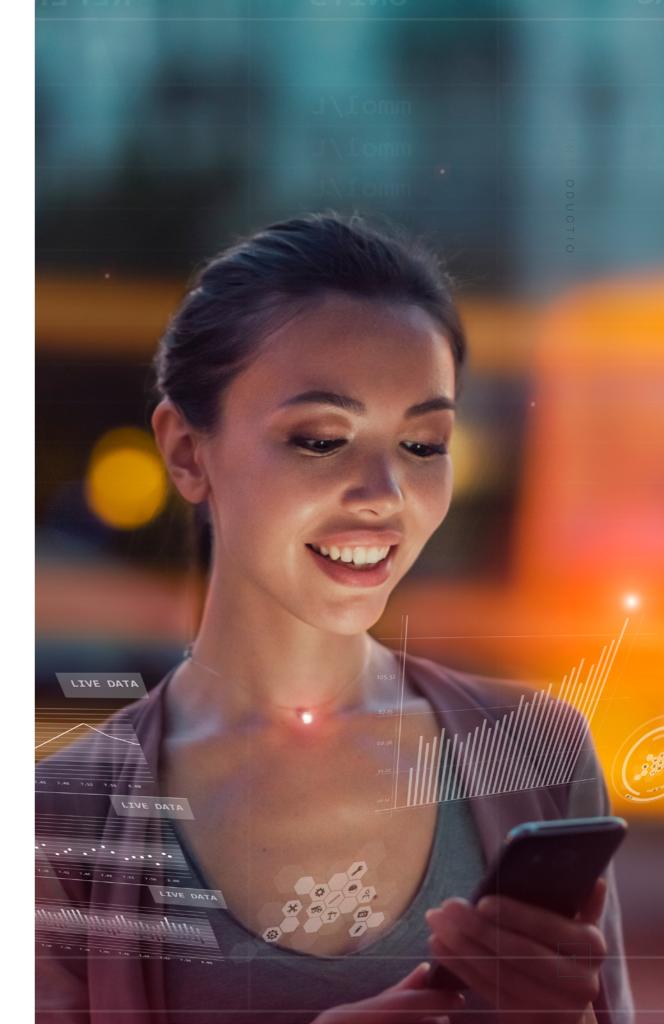




### INTRODUCTION

Taboola recently conducted a study with US brands & agencies, in partnership with Qualtrics, and asked participants to rank which features and services are the most important when evaluating digital marketing platforms. Brands ranked data & insights as the second most important factor after brand safety.

With this in mind, we wanted to share some of our unique data with our brand and agency partners to help you be successful in this year of uncertainty.



# THE SIX VERTICALS

While Taboola has insights across 20+ verticals, we decided to focus on the ones we heard had the biggest growth in Q2 2020, and those that are expected to see continued growth throughout 2H 2020.

In this report, we will share key trends across each vertical, how you can apply these learnings to your campaigns and our predictions for the remainder of 2020.

The data within this report reflects a 90-day view starting on May 15th when we began to see readership data stabilize on our network; we had previously seen giant spikes from March-early May due to the coronavirus and wanted to share data that reflects what readership behavior is once Americans adapted to the "new norm".

Before we dive in, we wanted to quickly explain why we have this data and how we access this information.



Beauty



Education



Entertainment



**Finance** 



Health & Fitness



Technology

### UNDERSTANDING & APPLYING TABOOLA DATA

Taboola is deeply integrated into **the majority** of the world's leading publisher websites — including MSN, Bloomberg, NBC, ABC, and ESPN. Across that vast network, we run campaigns with tens of thousands of advertisers.

This unique combination of readership trends and ad performance data helps us understand what topics, products, and keywords are of the most interest to users at any given moment. It's a real-time and evolving snapshot into what users fundamentally care about, and in turn, we can translate these data points into actionable insights for our marketers.

### Here are just a few examples of ways in which our advertisers apply Taboola insights:

#### Shift Promotion of Product Lines or Services to Meet Interest/Demand

A beauty company decided to promote their anti-aging line instead of cosmetic products after seeing that readers on the open web have recently been concerned with long-term effects on skin over makeup.

### 2. Use Keywords That are Trending in Your Advertisements

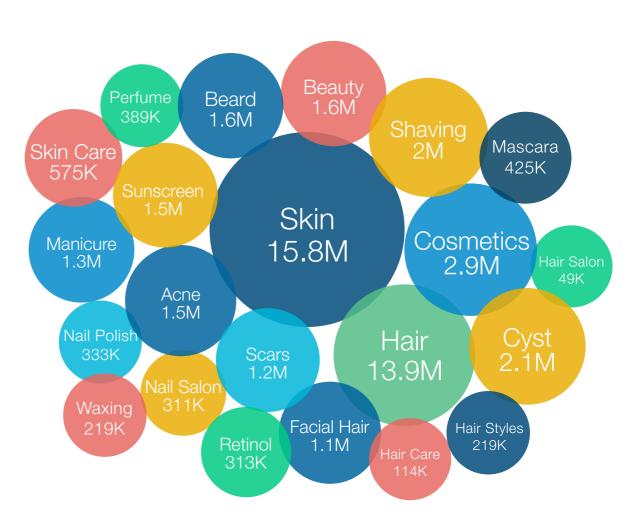
An automotive company who was advertising on the open web noticed that their target demographic was reading about road trips and used this keyword in their advertisements instead of the term "luxury".

### 3. Inform Spend Strategy in a Time of Uncertainty

A top frozen food brand was considering freezing their marketing budget entirely, just as there was record interest in home cooking and long-lasting ingredients. Readers by the millions across the open web were seeking out information about products exactly like theirs: the brand instead increased spend and performance improved.

# BEAUTY The beauty vertical has remained strong on the Taboola network, often seeing peaks of nearly 70M PVs in a single day throughout the past 90 days. The two topics that saw the most traffic were skin and hair.

# BEAUTY KEYWORDS & OVERALL TRAFFIC

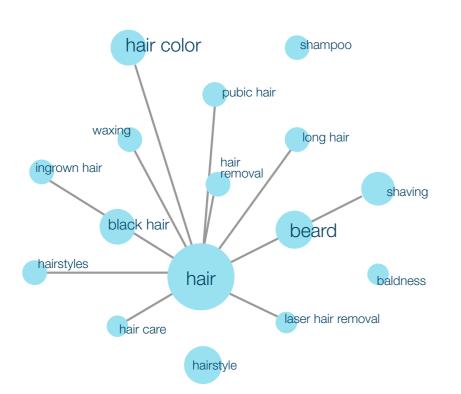


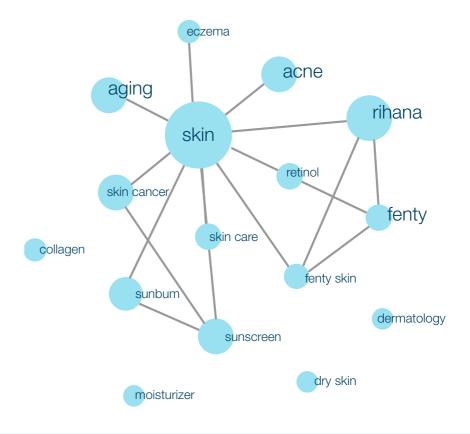


#### SKIN

The interlinking topics show us that people are reading about long-term solutions for healthier skin. Topics are more centered around preventing aging, skin cancer and acne as opposed to recommendations for cosmetics or makeup tricks as we've seen in the past.

This topic reached 15M+ PVs over the past 90 days and is up by 27% the past 45 days compared to the previous 45 days.





#### HAIR

Americans have had to learn how to maintain their hair at home with professional services being closed. From haircuts to hair coloring, from treating ingrown hairs to waxing solutions, there are a lot of ways colleagues could use advice and products related to haircare.

There's also an element of wanting to appear presentable as many people are seeing themselves more in virtual calls than they would in an in-person setting.

This topic reached 13M+ PVs the past 90 days and is up by 83% the past 45 days compared to the previous 45 days.



# PREDICTIONS FOR BEAUTY

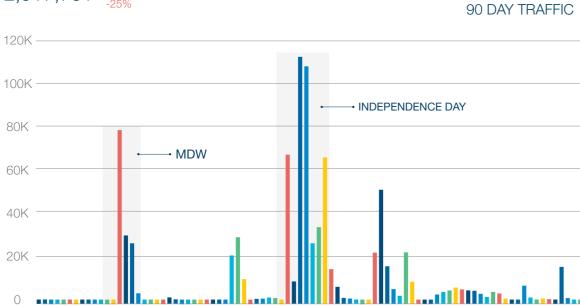
#### **COSMETICS**

05/18

05/30

06/14





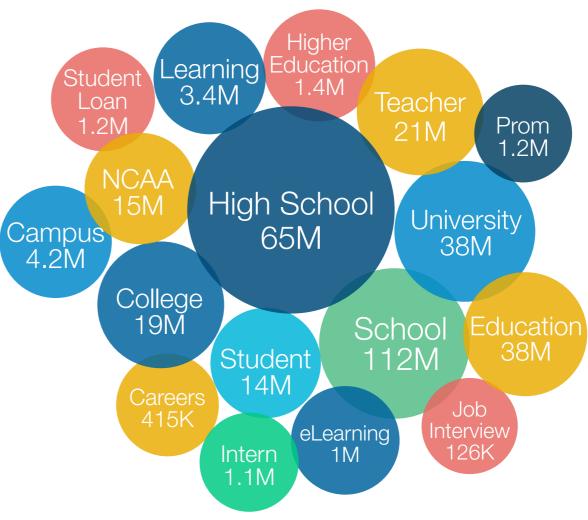
07/14

We noticed an interesting pattern around cosmetics this year. Readership about this topic peaked around Memorial Day and Independence Day—when people knew they would see friends and family in person. We predict this pattern—of rising traffic for cosmetics around major events—will continue throughout the rest of the year.

The steady traffic within beauty overall shows us that this vertical will continue to remain strong throughout this year—especially around self-care offerings and tips for hair, nails, and skin.

# **EDUCATION** The education vertical reached over 38M PVs, averaging nearly half a million page views in a single day. Two interesting trends we'll uncover on the next page are school and e-Learning.

## EDUCATION KEYWORDS & OVERALL TRAFFIC





#### **SCHOOL**

There has been strong readership about schools at every level-from preschool through college. Towards the end of the spring, the topics were mostly around the negative effects online classes have had on students including things that impact their college & job applications (sports, extracurricular activities, grades, internships) and social development (social skills, graduation and prom).

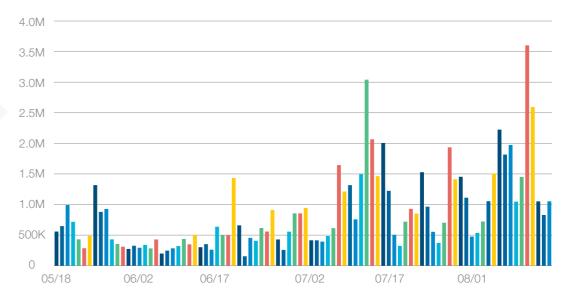
Nearing the new school year, parents and teachers are keeping a finger on the pulse of what government decisions will be made for this upcoming year since these decisions directly impact their time and the health of their loved ones.

This topic reached 112M+ PVs over the past 90 days and is up by 163% the past 45 days compared to the previous 45 days.

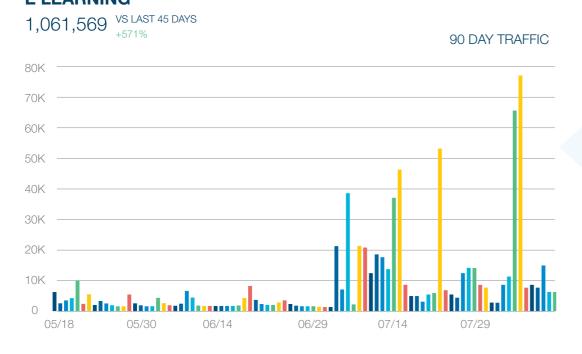
#### **SCHOOL**







#### **E LEARNING**



#### **E-LEARNING**

The learning experience for students this fall will vary. Some schools are bringing students back full-time, some are testing hybrid classes (mix of in-person and virtual), while others are opting for remote learning exclusively.

Those who will join a virtual classroom (or their parents) are actively reading tips on how to adjust to this form of education to be more successful this fall. We saw readership about this topic start to heighten on July 5th and continue to grow, increasing in page views by 571% from the previous 45 days.

# PREDICTIONS FOR EDUCATION

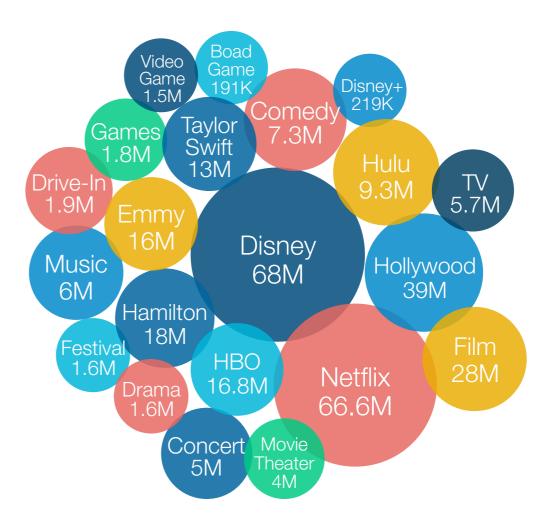


School supplies will look very different this year...

For students with in-person classes, hand sanitizer and face masks will be as essential as a pen and paper. For students attending a virtual classroom, parents will need to shift their home to a classroom by purchasing furniture and technology, similar to how employees have adapted to WFH. Students will need a desk, headphones, a solid WiFi connection and devices to connect to zoom (laptop, ipad, kindle or phones) are essential. We've already seen an increase in readership for headphones (164%), laptop (7%) and facemasks (22%).

# **ENTERTAINMENT** The entertainment vertical had billions of page views over the past 90 days. While there's been interest across all types of entertainment – including streaming media, books, games, music and even lottery - the categories with the highest traffic were shows & events and movies & tv.

## ENTERTAINMENT KEYWORDS & OVERALL TRAFFIC



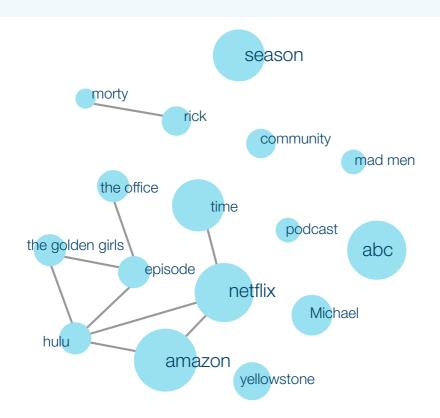


#### **SHOWS & EVENTS**

This topic peaked at around 350M PVs/day in mid-March and has been declining ever since. People were optimistic about summer concerts and large, in-person events then readership declined as many started to realize Coronavirus was here to stay all summer.

There is an eagerness to experience events—even if they must occur in a virtual setting... Any time an artist has come up with a unique way of bringing new forms of content to their fans, it's garnered a ton of attention. Some examples we saw on our network were:

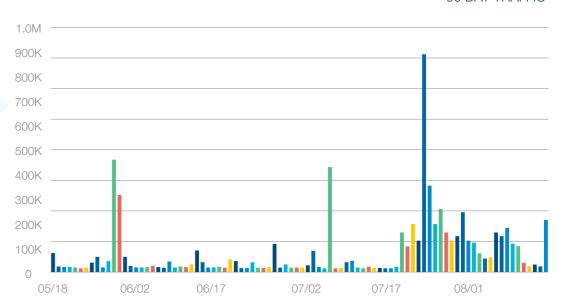
- When Disney+ started streaming Hamilton on Broadway, page views for Hamilton jumped from ~150K PVs per day to 1M PVs per day.
- Taylor Swift wrote a whole album in isolation during quarantine and released it on 7/24. Page views for her name jumped from virtually no traffic to over 200K PVs per day.



#### **TAYLOR SWIFT**



#### 90 DAY TRAFFIC



#### **HOME ENTERTAINMENT**

Housebound, many people are searching for new ideas for home entertainment. We've seen steady PVs for games: for board, table top and video games. Even readership about gaming consoles has skyrocketed in recent months (more about this in technology).

People are also interested in what streaming services have to offer. Netflix (66M), HBO (24M) and Hulu (8M) had the highest amount of page views over other streaming media companies.

# PREDICTIONS FOR ENTERTAINMENT



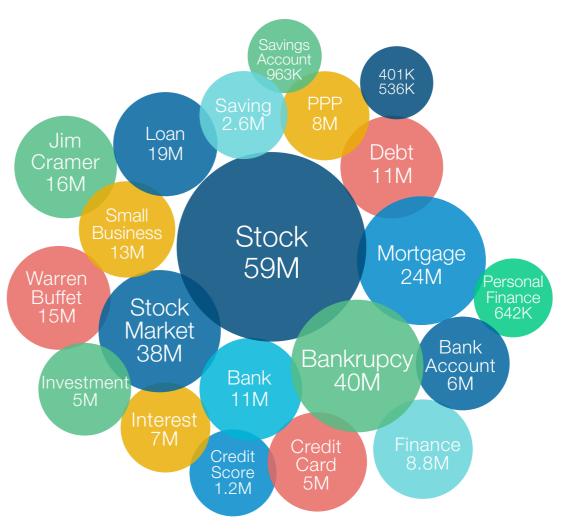
The show must go on...

People are hungrier than ever for at-home entertainment due to limitations with out-of-home entertainment options. As long as the entertainment industry is finding unique ways to bring new content to their audiences in a safe way, whether that be to people's homes (like hamilton on broadway) or hosted themselves (like Disney's safety precautions around reopening their parks), this will be noticed and read about on the open web.

BACK >

# FINANCE The finance vertical has been one of the most read about topics since the start of COVID-19 with investing and saving being the two major themes we've seen over the past 90 days.

## FINANCE KEYWORDS & OVERALL TRAFFIC

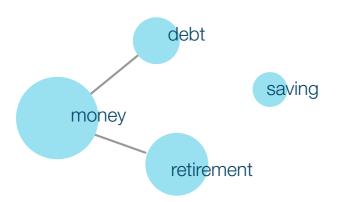


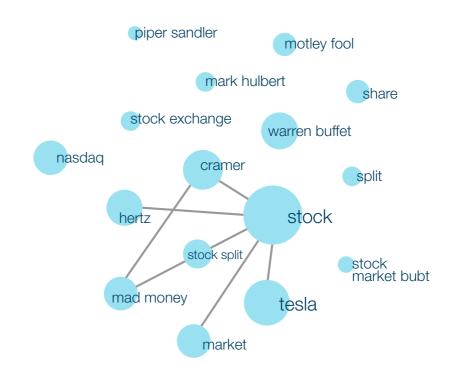


#### **INVESTING**

Readership about investing in stocks has been particularly high since the coronavirus started, averaging nearly a million page views a day. Many people are looking for advice and turning to experts in this space such as Warren Buffet, Crain and and Suze Orman.

This topic reached 70M+ PVs over the past 90 days and is up by 205% the past 45 days compared to the previous 45 days.



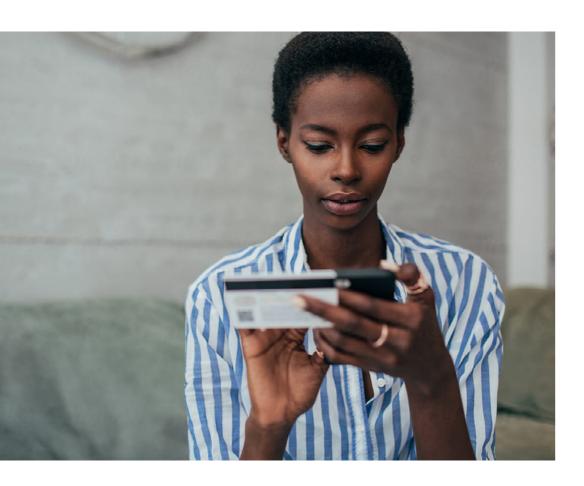


#### **SAVING**

With an unstable job market and economic depression, a lot of Americans have looked to improve their personal finance management but were unsure of how to do this. Do they save, invest, or pay off bills? Many people have been seeking advice on this subject.

This topic reached 2.6M+ PVs over the past 90 days and is up by 251% the past 45 days compared to the previous 45 days.

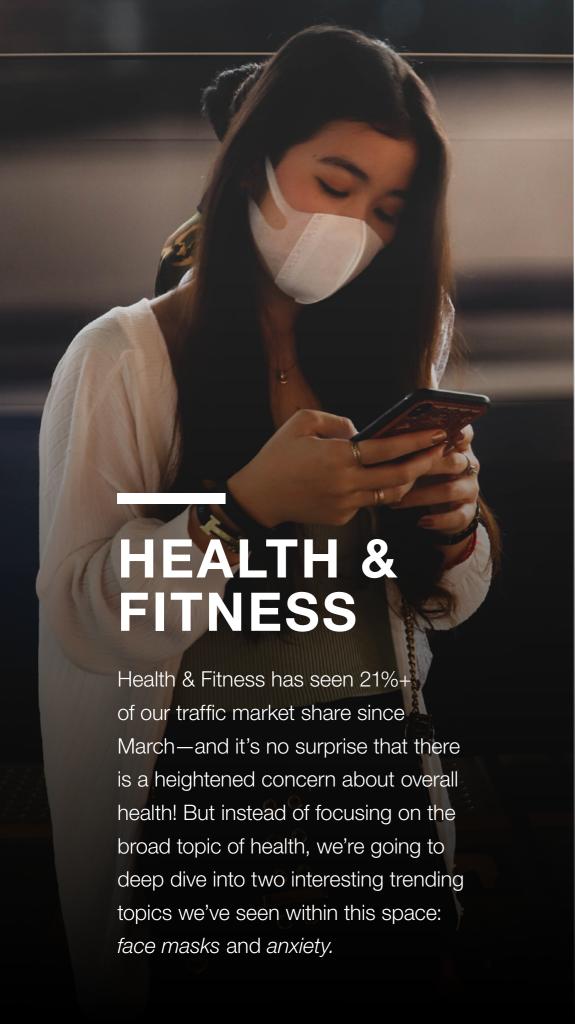
# PREDICTIONS FOR FINANCE



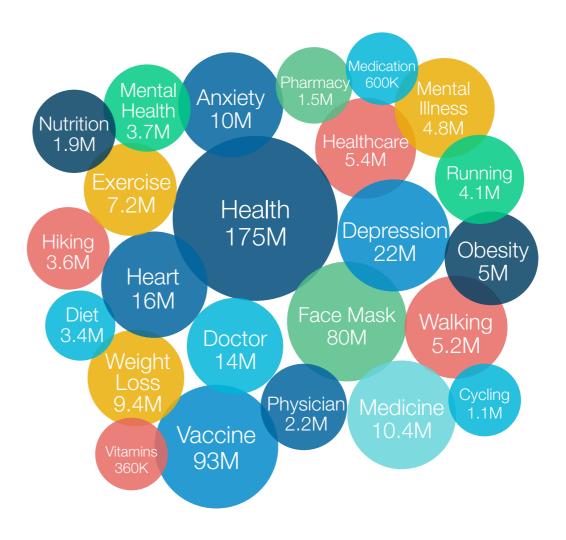
There is still very much an interest in investing and saving. In fact, even more so than before – page views for both are up by more than 200% the past 45 days compared to the previous 45 days.

We're seeing readership about longterm investment strategies such as the stock market, credit score, mortgage, retirement increase in page views, while negative finance topics like debt and interest decrease in page views. Maybe Americans are becoming more optimistic about the future of our economy or just more confident in the management of their personal finances.

BACK >



## HEALTH & FITNESS KEYWORDS & OVERALL TRAFFIC

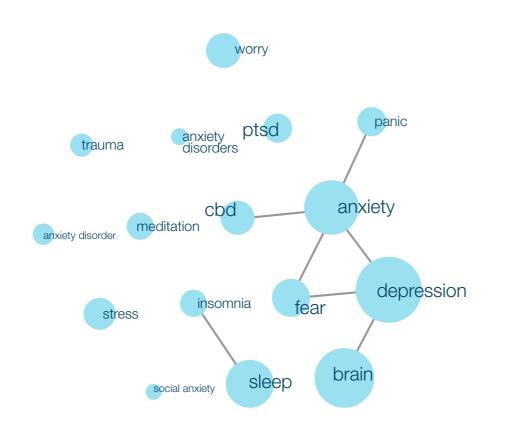


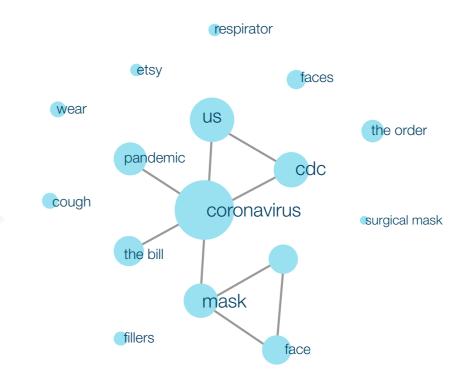


#### **FACE MASKS**

The topic of face masks has been high in readership on the network both in "health" and "fashion". In July, we noticed that some readers were still looking at basic facts about face masks and evaluating if they really do reduce the impact of the Coronavirus (resurfacing a readership trend we saw back in early April). Others (who we assume have already been wearing masks daily) were instead reading about improvements to the style or function masks such as launches around running or designer masks.

Currently, readership about masks is still high totaling 80M PVs the past 90 days with an increase by 22% compared to the previous 45 days.





#### **ANXIETY**

Traffic for anxiety was almost nonexistent before Covid-19 was declared a pandemic, but after spiking in April, we have not seen much of a decrease in readership proving that many Americans are still very stressed and haven't found ways to cope with the rippling effects of Coronavirus including panic attacks, depression and insomnia.

The page view count for anxiety reached 10M PVs over the past 90 days.

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# PREDICTIONS FOR HEALTH & FITNESS



Overall, we think health and fitness will continue to stay a strong category on our network, and because of this our CEO made predictions for the healthcare space using data from our network.

Specifically for anxiety and face masks:

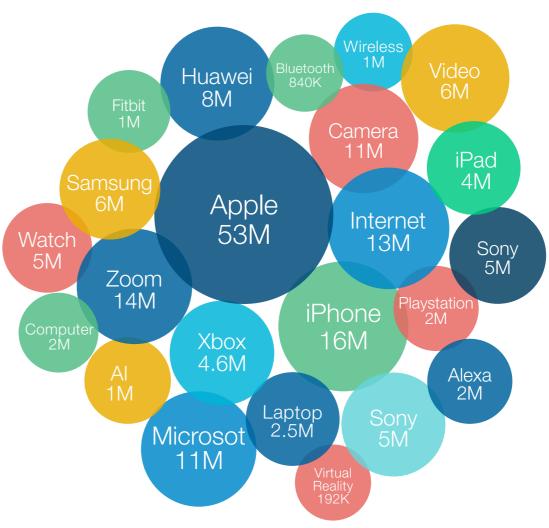
While anxiety is decreasing now (by 14% compared to the previous 45 day), we anticipate this to rise again as school starts, outdoor social options start to diminish and we are faced with other health concerns such as the flu.

We think face masks will remain of interest on the open web as long as the coronavirus is around. For most Americans, face masks have become part of their packing checklist when leaving their home, and any changes to this product (new designs or features, supply shortage, etc.) will garner attention.

BACK >

# TECHNOLOGY Despite being in an economic depression, there are millions of Americans who are still reading about technology, proving that items like personal devices (smartphones, laptops) and video games (video game consoles, apps) are seen as an essential part of our lives.

## TECHNOLOGY KEYWORDS & OVERALL TRAFFIC

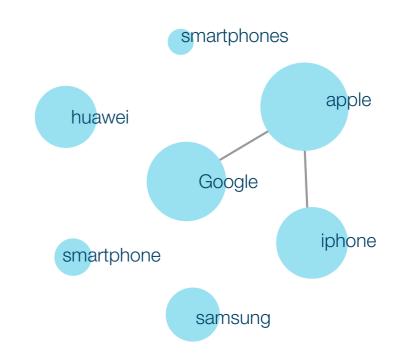


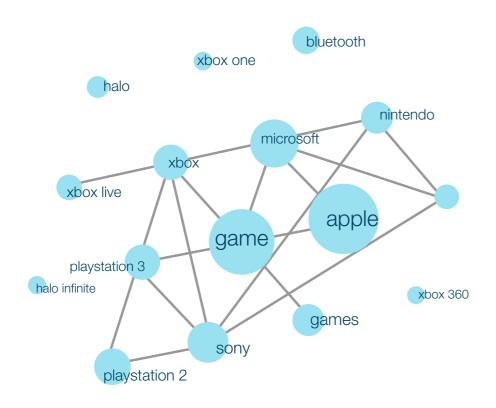


#### **PERSONAL DEVICES**

Many of the articles we are seeing for smartphones and laptops are about comparing brands and models, showing an interest in purchasing a new personal device. It makes sense that now, more than ever, would be a good time to upgrade to a new device since our phones and computers have become the ultimate gateway to information, people, and entertainment.

Readership about "smartphone" reached 1.4M PVs, "laptop" reached 2M PVs and "iPod" is up by 100% in readership the past 45 days compared to the previous 45 days.





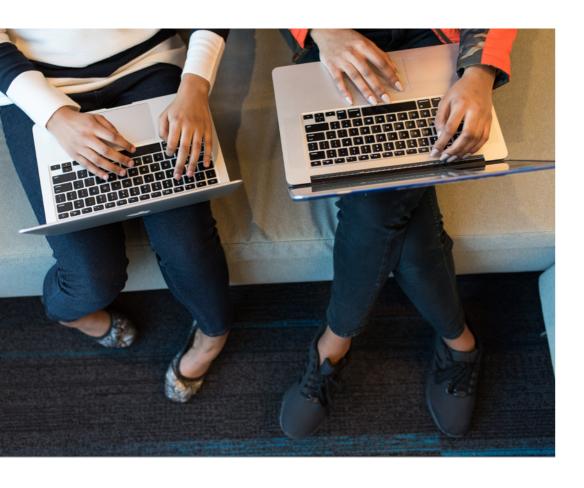
#### **VIDEO GAMES**

We have seen a lot of attention within the gaming industry since the start of COVID-19, and it still remains strong on our network today. Page views for the phrase "video games" is up by 57% compared to the previous 45 days. Nintendo is up by 34%, and Xbox saw no change in readership with a steady average of 40K page views per day.

A lot of the articles within the category focus on new releases, comparisons of games or console options and gathering tips for when playing a game.

#### Tab<sup>©</sup>la

### PREDICTIONS FOR TECHNOLOGY



Personal devices have become a necessity for a much broader consumer base. Not only are laptops needed for adults who are employed or want to access information, entertainment or friends/family, but they will now be needed for students of any age who are participating in a virtual classroom, as we indicated in the education section. In turn, readership data is rising on these topics: the term "smartphone" is up by 72% and "laptop" is up by 7% in readership the past 45 days compared to the previous 45 days.

While video games aren't a necessity like personal devices, they are proven to be equally as popular with page views increasing across video games and select gaming consoles.

BACK >