



MMAWEBINAR SERIES 2020

Navigating the Shift in Consumer Behavior in Asia during COVID-19
InMobi, April 29, 2020

REPORT

Session Summary

A graphic for the MMA Webinar Series 2020. It features a dark blue background with a network of white dots and lines. At the top, the text 'MMAWEBINAR SERIES 2020' is written in white. Below it, the title 'Navigating the Shift in Consumer Behavior in Asia during COVID-19' is displayed in white. Two circular portraits of the speakers, Vasuta Agarwal and Jessie Yang, are shown. Below each portrait is their name and title. At the bottom, the date and time 'Wednesday, April 29, 2020 3:00PM SGT | 12:30PM IST' are listed. A footer at the very bottom provides contact information: 'For enquiries please contact us at mmaindia@mmaglobal.com'.

Session Overview

Title	: Navigating the Shift in Consumer Behavior in Asia during COVID-19
Speakers	: Vasuta Agarwal, Managing Director - APAC, InMobi Jessie Yang, SVP & GM, InMobi Greater China
Date	: April 29, 2020

Attendance Metrics

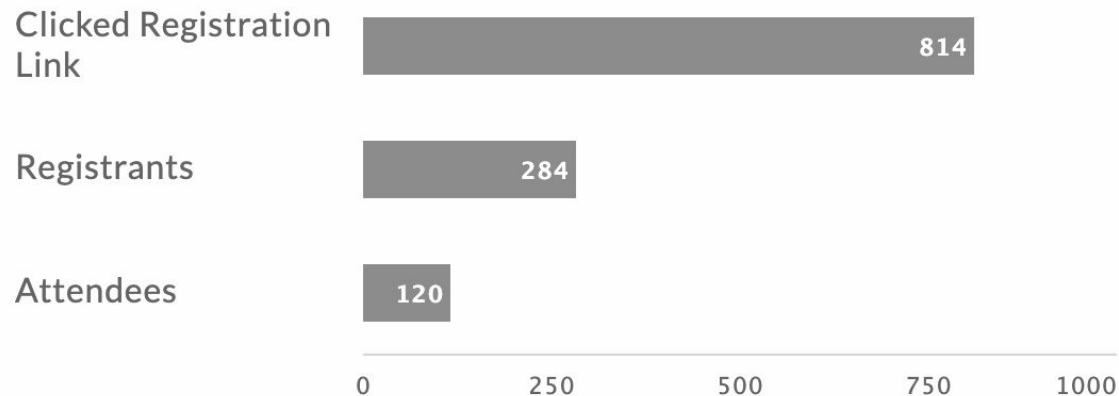
Registration	: 284
Attended	: 120

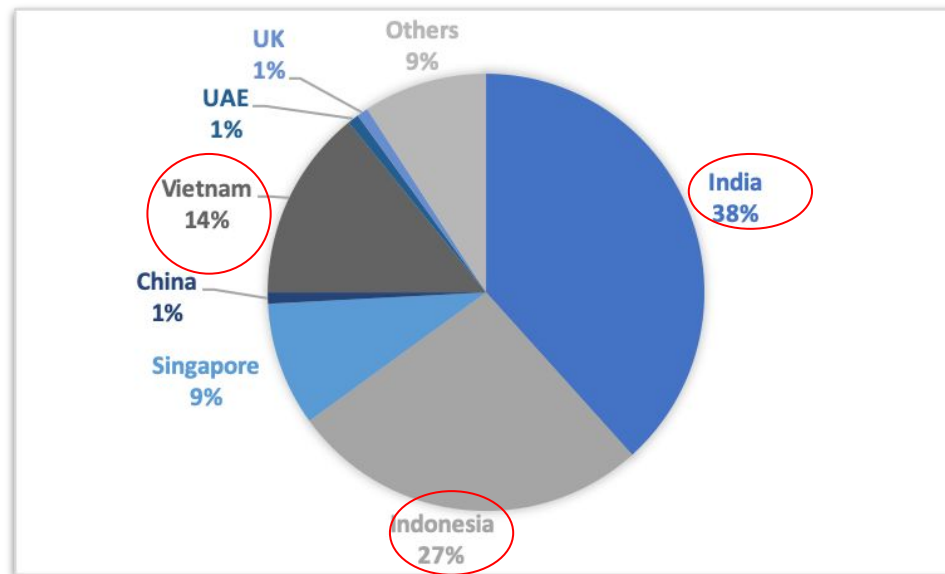
Engagement

Total Avg.Attentiveness	: 58.27%
Poll Response Rate	: 49%
Questions Asked	: 28
Survey Submitted	: 17

Attendance Details

42%
attendance
conversion from
total number of
registrations



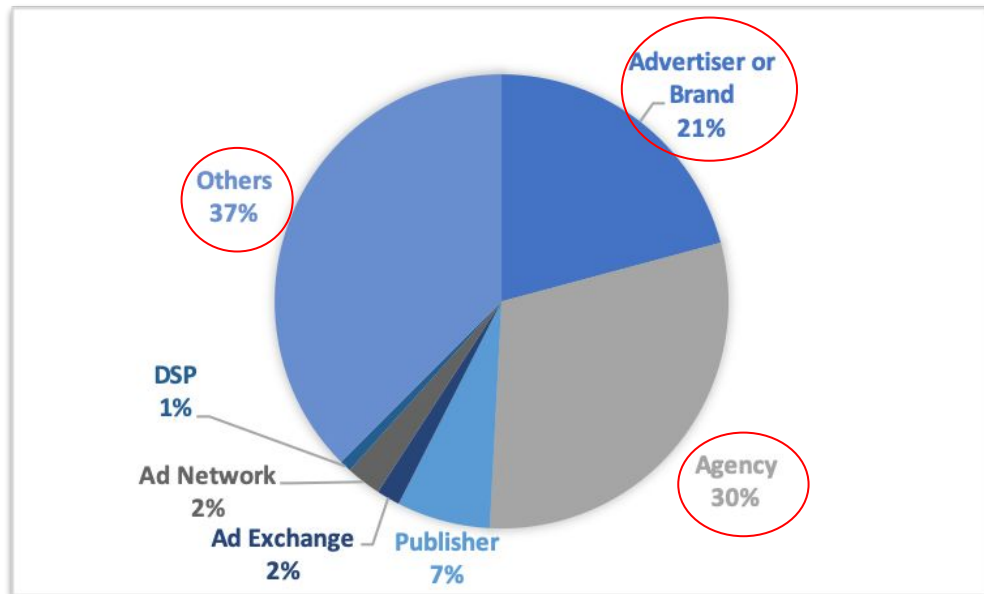
Attendee Profiles | Geographical Location

Highest number of attendees based on geographical locations were from :

India
Indonesia
Vietnam

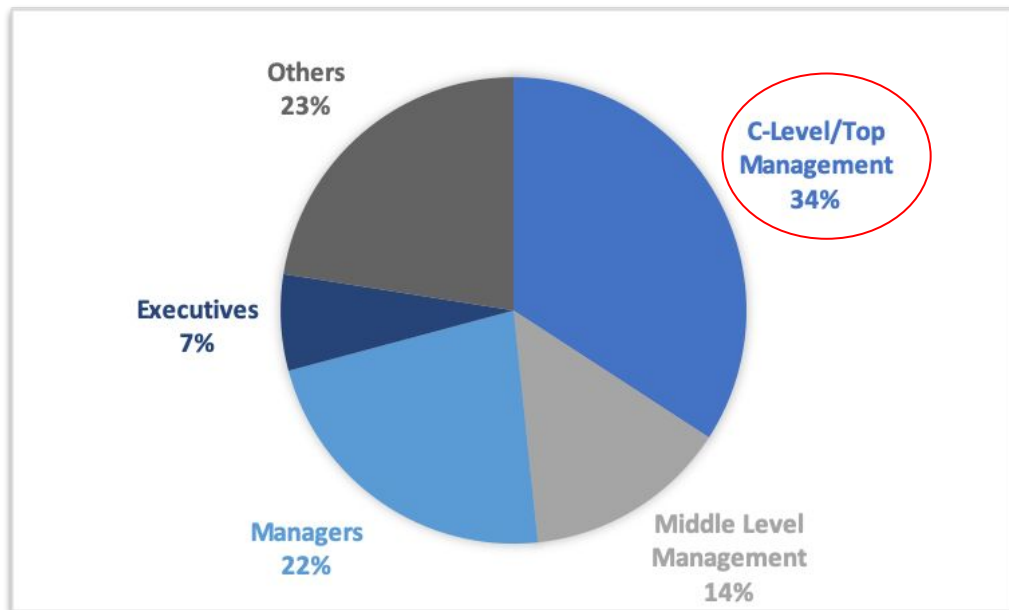
Others consists of Australia, Bangladesh, Cambodia, Malaysia, Philippines, South Africa, Sri Lanka & Turkey

Attendee Profiles | Industry



Most of the attendees were from
Others, Agencies & Brands

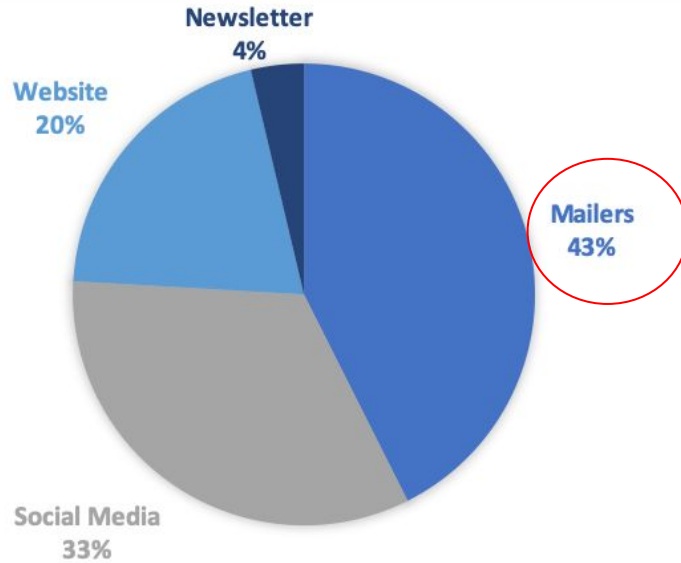
Attendee Profiles | Job Level



Based on job level, most of our attendees were in
C-Level/Top Management

*Others include attendees from an academic background and attendees who provided incomplete job level data

Attendee Profiles | Source



Most of the attendees registered via
Mailers

*Others include MMA website

Engagement | Poll Answers

Avg. Response Rate
49%

1. Since the lockdown, what app category have you spent the most time on?

Multiple choice with single answer

1.54%

Health and Fitness Apps

38.46%

Social Media Apps

23.08%

News App

33.85%

OTT/Video Streaming Apps

3.08%

Music Streaming Apps

Engagement | Poll Answers

2. How should brands react to this new reality?

Multiple choice with single answer

19.23%

Brands should excessively focus on sales-led communication

75%

Brands should focus on purpose-led communication

5.77%

None of the above

Engagement | Q&A

Questions Asked: **28**
Questions Answered: **17**

Few topics asked on Q&A session.

Impact of COVID on brands in China - Before &
After pandemic, Comeback

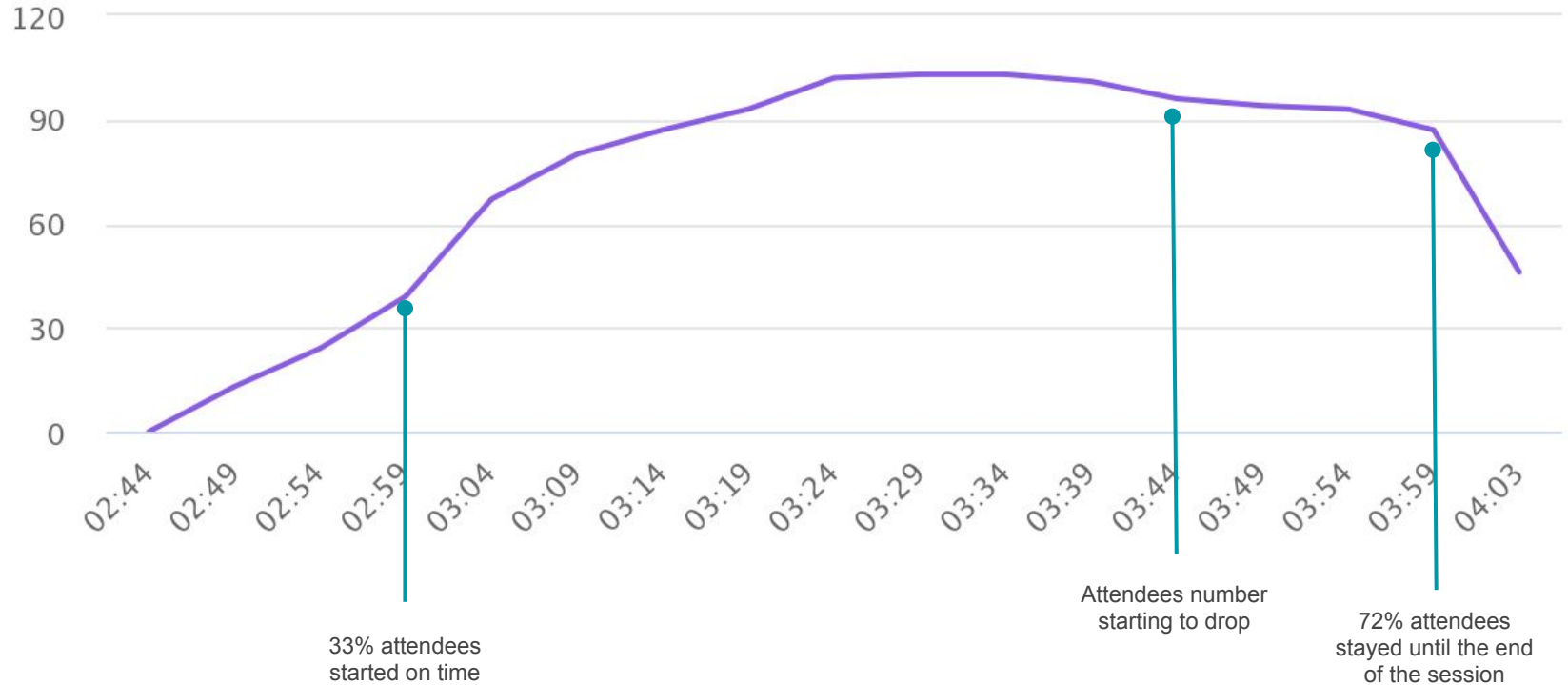
POV on Super Apps - trend or here to stay

Domestic & International Travel post COVID

Telehealth/Online Fitness Post COVID

Economic Recession in China, Buying Behaviour
for Electronics & Online Payment Method

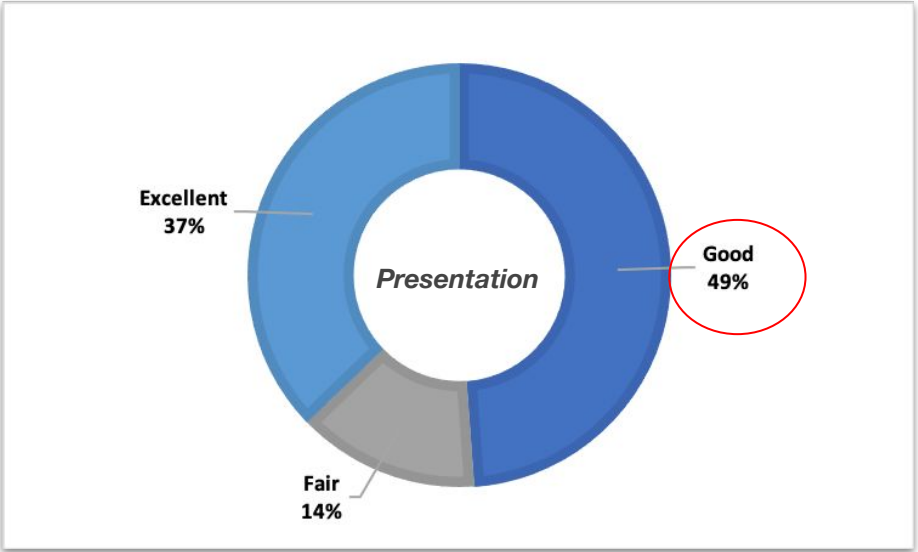
Engagement | Engagement Rate Based on Time



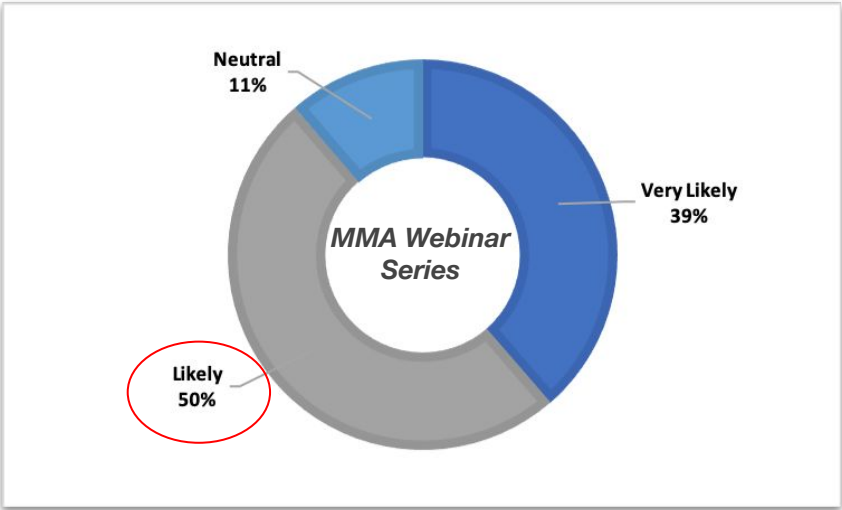
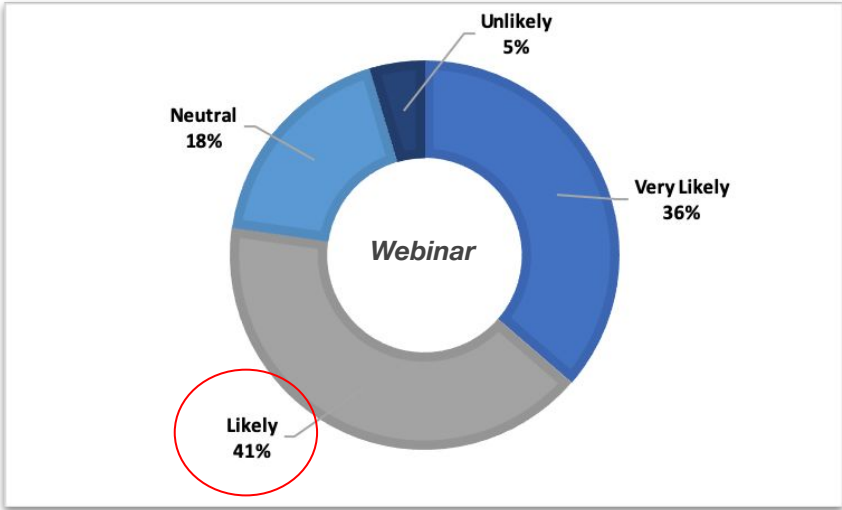
Engagement | Feedback

Survey Response Rate
41%

General satisfaction level of the session



The likeliness of attendees to recommend the webinar



Engagement | Topic Suggestions

Few topic suggestions for upcoming Webinars

Business Outlook post COVID

Economic Insight & Market Review

New Age Marketing Thoughts: Technology, Travel, Start-Ups

Sales & Marketing Strategy for B2B during COVID

Role of Digital Ads & Tech Companies During COVID

Optimising Conventional Media During COVID

Healthcare Apps

India Market Review

Advertising Spends in COVID

Communication Case Studies & Strategies during COVID

Measurement Challenges across APAC, eCommerce Trends,
Media Consumption Behavior During COVID



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Thank You