



**AMOBEE**

## Australians are back on the move

With more people coming out of isolation as restrictions ease across the country, location data from mobile devices can help businesses implement the right strategies to reach the market post-lockdown.

Covid-19 has greatly impacted our lifestyles, habits and preferences. While some of these changes will be temporary, others will have lasting effects on consumer behaviour. Businesses are shifting quickly to adapt, however, strategies put in place a few weeks ago are likely to be outdated today. Utilising location data and mobility changes may be the first step to understanding the future of the post-coronavirus economy.

### Residential vs. Workplaces

As businesses reopen and move towards recouping losses by recommencing normal operations, we've seen more people traveling for work than compared to previous months. While most Australians remain working from their homes, movement patterns have shot up tremendously in the last month, which shows people are returning to pre-covid behaviours.



**+52%** Growth of users seen in CBDs across the country

**+48%** People traveling between work hours from Mondays to Fridays

### Public vs. Private Transportation

Use of all modes of transportation decreased in the time of Covid-19 as people bunkered down and adhered to social distancing guidelines. However, in the last month, we've seen nearly **60%** more people in public transportation hubs for buses, trains and ferries. Given that fears of exposure to the virus in public and shared vehicles remain high, there is still a larger percentage of people choosing to travel in private vehicles.



**64%**

of people are opting to take private vehicles

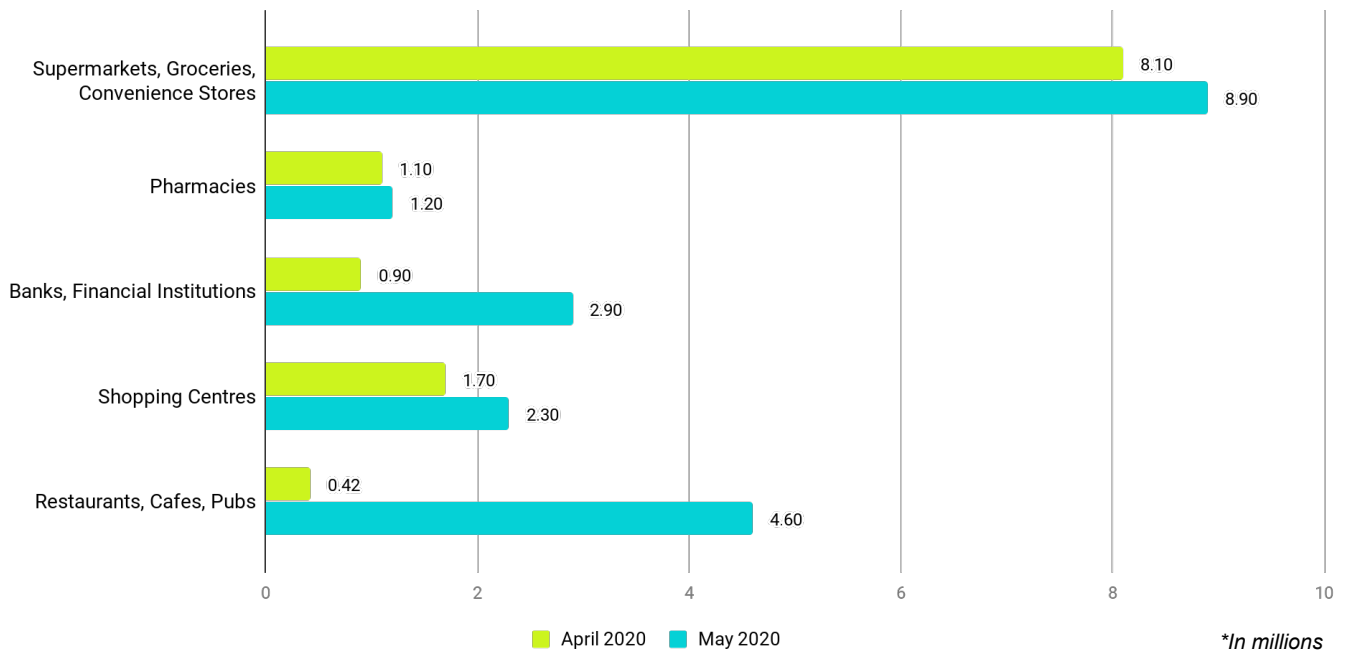


**36%**

of people are still traveling on public transportation

## Essential vs. Non-essential Trips

Trips to the essential services like supermarkets and pharmacies has remained a priority for most consumers during and after lockdown, but banks and financial institutions have seen more physical visits in the last month. While shopping centres saw a gradual increase in foot traffic, visits to restaurants, cafes and pubs increased **more than 10x** compared to the previous period.



## Beyond Covid-19: Tackling short-term issues with long-term solutions

Most businesses may have overcome the initial impact brought about by Covid-19, but the fight is far from over. As consumers take on new habits, brands and advertisers will benefit from having access to real-time audience data and insights.

### Realign marketing strategies with new and existing audiences and behaviours

Our GPS-level and persistent location data allows you to move quickly and adapt to new behaviours by reaching existing segments or creating new ones.

### Discover new channels to activate and secure premium positions

Build the perfect converged digital, DOOH or audio plan by activating the same segment across multiple channels. Our location data is connected to the Amobee Converged ID, which is actionable across all channels on a single platform.

### Serve hyper-relevant campaigns with the right messaging

Accurate location data allows you to understand your audience's offline behaviour and intent so you can serve high-impact campaigns that speak to your audiences in the right way.

Amobee's mobile data is sourced from 22M Australian devices and captures movement patterns up to 90cm using GPS signals. It's then sorted and analysed to turn micro behaviours into macro patterns that you can act on with advertising messaging in real-time or based on historical movement patterns. Get in touch with Amobee to get more information and devise an action plan to reach your target audience post-lockdown.

Contact [anzsolutions@amobee.com](mailto:anzsolutions@amobee.com) for more information