

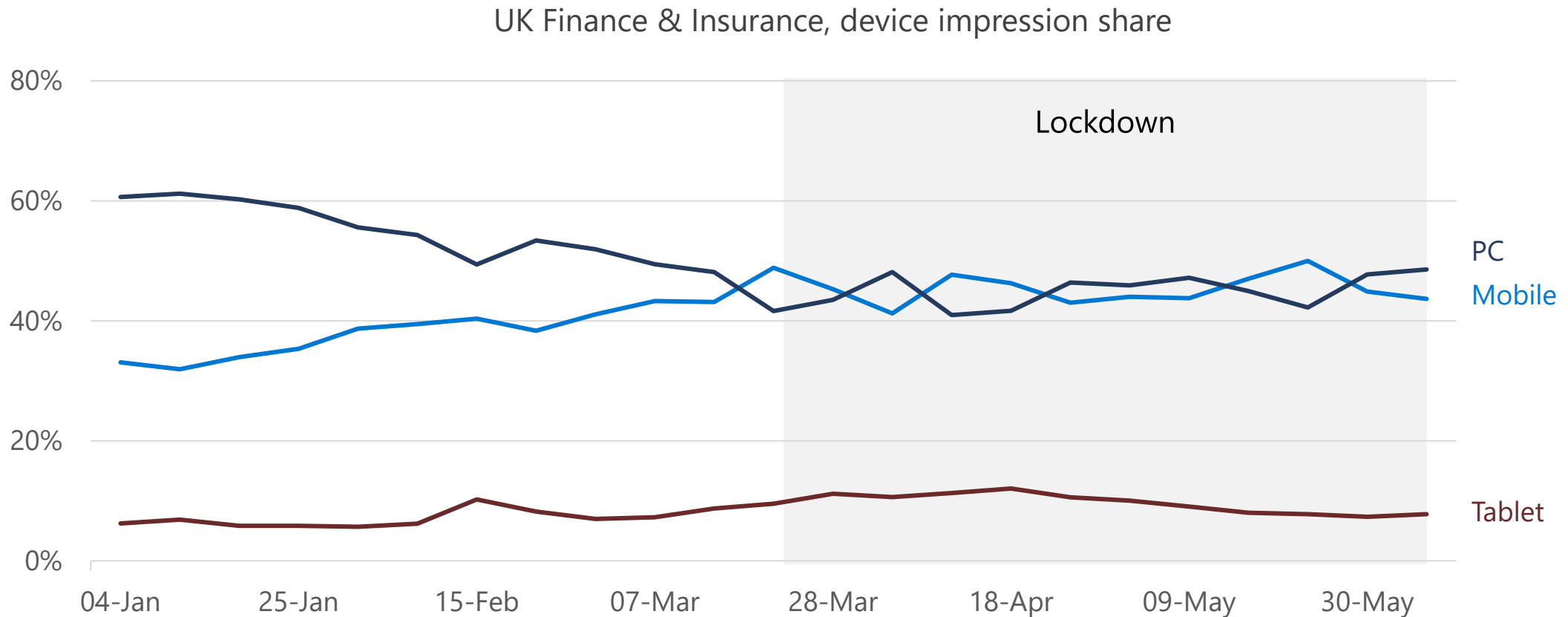


UK Finance & Insurance: Device usage changes



Mobile & PC fight for impression share

In the lead up to lockdown PC's impression share was eroded by mobile



PC still receives the majority of clicks

However falling PC click share is correlated with rising Mobile clicks

