

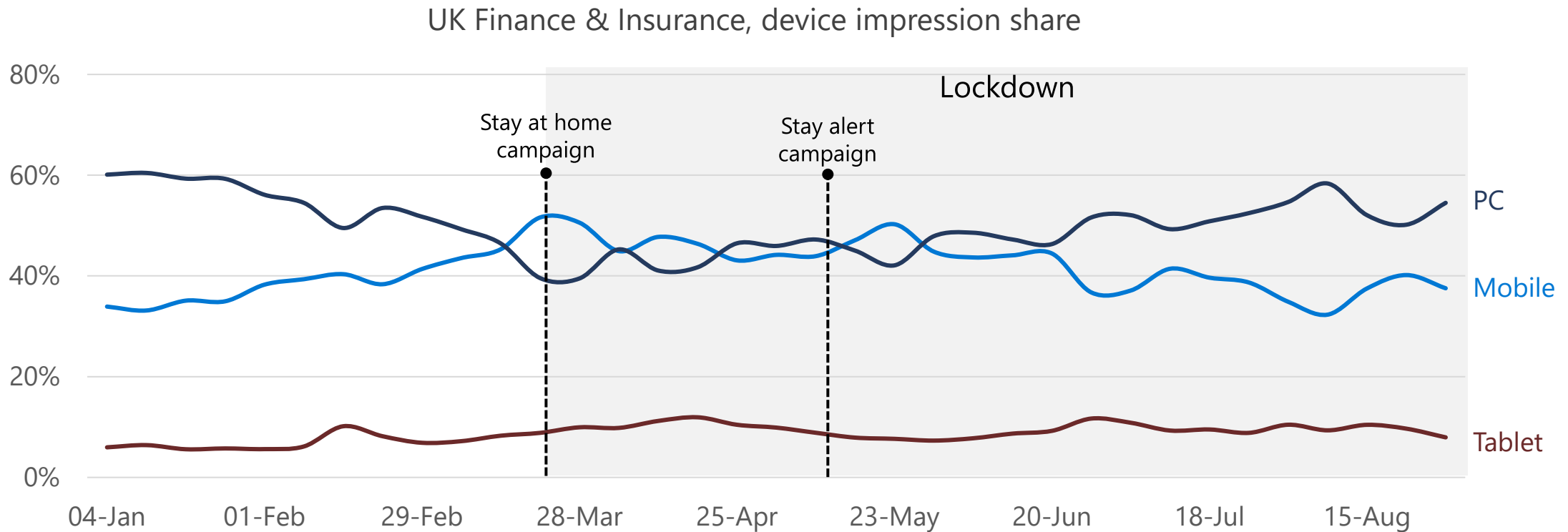
# The impact of lockdown on device usage

UK Finance & Insurance



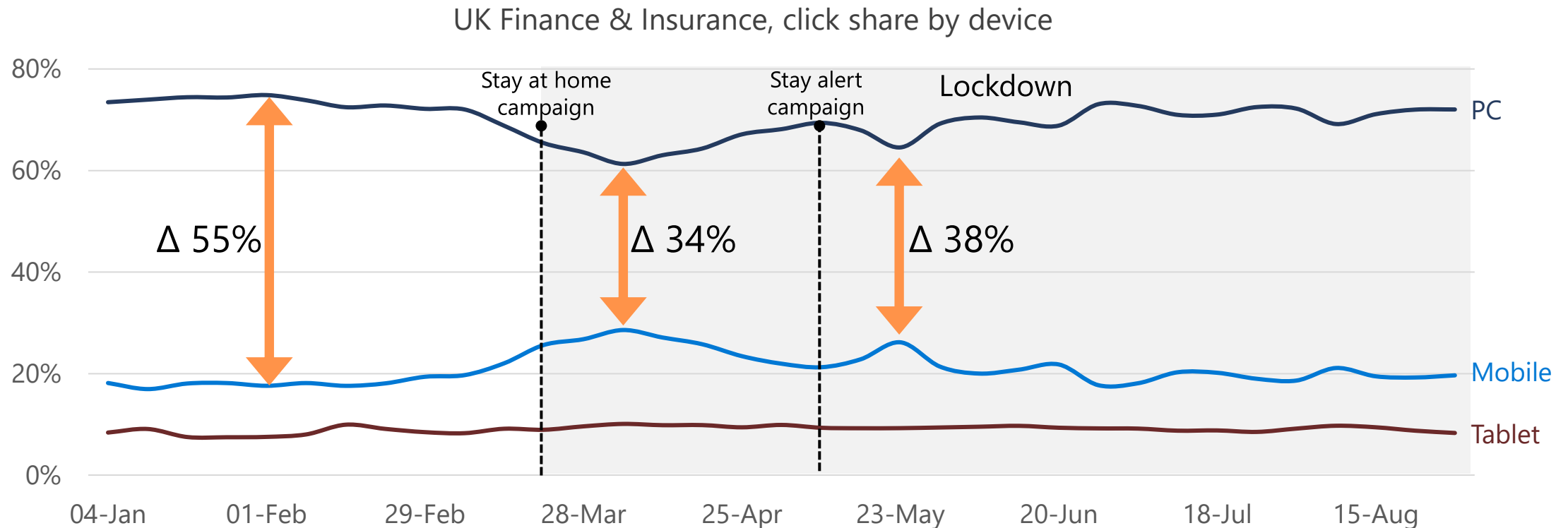
# PC impression share has returned to pre-lockdown levels

Mobile impression share rose just before the UK lockdown. By early June PC share led and the gap has increased.



# PC still receives the majority of clicks

Click share changes between PC & Mobile are more closely correlated than tablet which has remained relatively static in 2020



# Advertiser considerations

- Consider the journey on your site for mobile users – for example, are pages optimised, etc.
- Review mobile ad copy and consider device level testing
- Regularly monitor device traffic, particularly in the context of stricter lockdown measures

# Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the [Digital Advertiser's Guide to COVID-19](#)