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.

Microsoft Internal, 2020
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