



# Adapting to the 'New Normal', or Evaluating the Pandemic Impact

SEMRUSH TAKE



# Contents

🚀 Introduction .....	3
🚀 WFH Impact .....	3
🚀 Online Shopping Behavior Impact .....	7
🚀 Consumer Demand Impact .....	10
🚀 Competitor Analysis in Uncertain Times .....	13
🚀 #1. Discover the Most Threatening Market Players .....	13
🚀 #2 Uncover Rivals' Traffic Acquisition Strategies .....	15
🚀 #3. Steal the Limelight With a Smart Paid Strategy .....	16



# Adapting to the ‘New Normal’, or Evaluating the Pandemic Impact [SEMrush Take]

The COVID-19 pandemic has undoubtedly taken its toll on all industries. While its full impact is yet to be assessed, businesses have been forced to adapt to the changing circumstances on the go, blindsided.

While the initial spikes and declines have already been widely discussed, we’ll assess where some of the biggest market players stand now that the adaptation period is largely over.

SEMrush has gathered market data (based on its [Traffic Analytics tool](#) estimates) on several industries that showed atypical growth or decline in online presence during **the past 3 months**, comparing June-August 2020 traffic numbers against March-May 2020.

## WFH Impact: Teamwork, Webinars & Money Transfer Platforms

With a large portion of the population being forced to turn their homes into work stations, the obvious **initial rise of platforms that facilitate the work-from-home situation seems to be over.**

With declining traffic numbers, it’s not surprising to see the stock price boom of public companies like Zoom and Slack slowing down.



## Teamwork Software Traffic Changes, location: US

Domain	Visits	June-Aug 2020	change
office.com	1.1B		-18.69%
zoom.us	365M		-27.58%
cisco.com	112M		18.99%
slack.com	94.7M		-14.63%
trello.com	79.7M		-7.04%
zoho.com	71.4M		30.58%
docusign.com	66.7M		4.40%
smartsheet.com	49.6M		8.39%
ringcentral.com	38.1M		4.65%
gotomeeting.com	35.7M		-23.34%



As economies start reopening worldwide, people are moving back to offices - so we can spot a slight decline in the demand for teamwork (by an average of 3%) and webinar (by an average of 20%) software.

## Webinar Platforms

Traffic Changes, location: all regions

Domain	Visits	June-Aug 2020	change
<b>webex.com</b>	138M		-12.17%
<b>gotomeeting.com</b>	52.6M		-20.81%
<b>getresponse.com</b>	17.8M		-21.56%
<b>intermedia.net</b>	5.60M		30.34%
<b>clickmeeting.com</b>	4.20M		-31.82%
<b>bigmarker.com</b>	1.47M		-7.26%
<b>demio.com</b>	1.30M		-21.84%
<b>dacast.com</b>	1.10M		-25.46%
<b>webinarninja.com</b>	436K		-13.77%
<b>easywebinar.com</b>	51.0K		-80.42%



Some webinar platforms like Clickmeeting, Easywebinar and Getresponse are even seeing traffic numbers falling back to pre-pandemic times.

Another market niche showing a high growth rate at the start of the pandemic was Money Transfer Services. While interest in teamwork and webinar platforms is steadily decreasing, most of the money transfer industry leaders seem to be able to maintain growth.

## Money Transfer Services

Traffic Changes, location: all regions

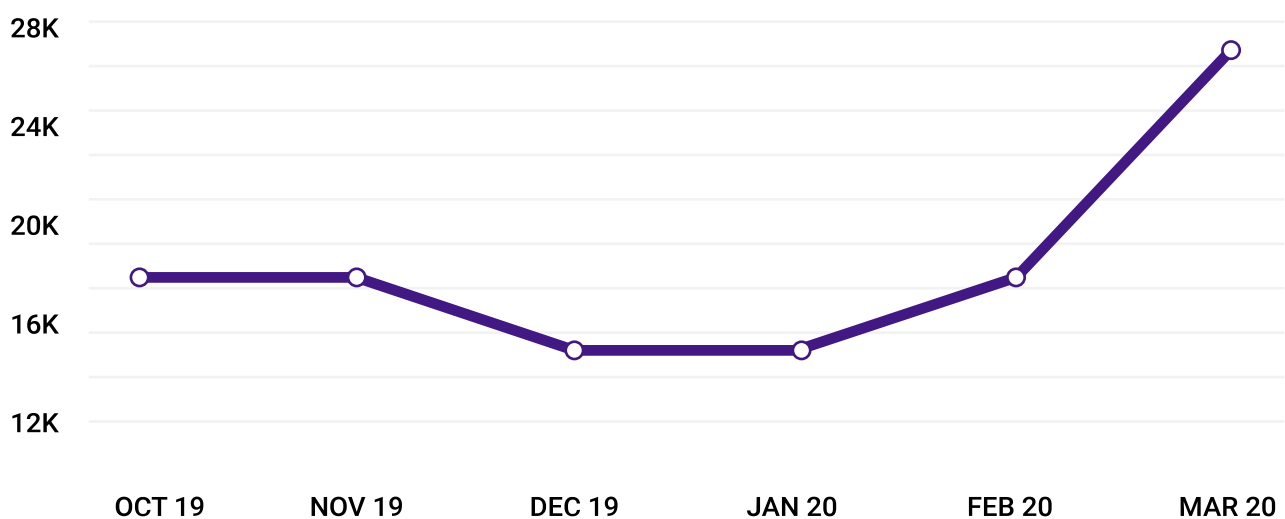
Domain	Visits	June-Aug 2020	change
paypal.com	21B		-7.07%
xe.com	236.2M		6.92%
transferwise.com	70.4M		12.55%
westernunion.com	54.5M		6.51%
xoom.com	13.7M		1.74%
worldremit.com	9.3M		2.81%
riamoneytransfer.com	4M		7.82%
travelex.com	589K		-46.29%
currenciesdirect.com	316.1K		-35.20%



# Online Shopping Behavior Impact: General E-tailers & Fastest-Growing E-commerce Categories

At the start of the COVID-19 pandemic, we saw some incredible online shopping demand spikes:

“Buy Online” searches  
location: all regions



**But the consumer demand for online shopping from general retailers is now slowing down** as businesses have started reopening their brick-and-mortar facilities and some Government-initiated financial incentives to maintain shoppers' confidence have ended.



If in February 2020 the average growth of interest in online shopping was at an astonishing 20%, March numbers were already down to 5%, and June-August interest growth stabilized at 10%.

## General E-commerce

Traffic Changes, location: all regions

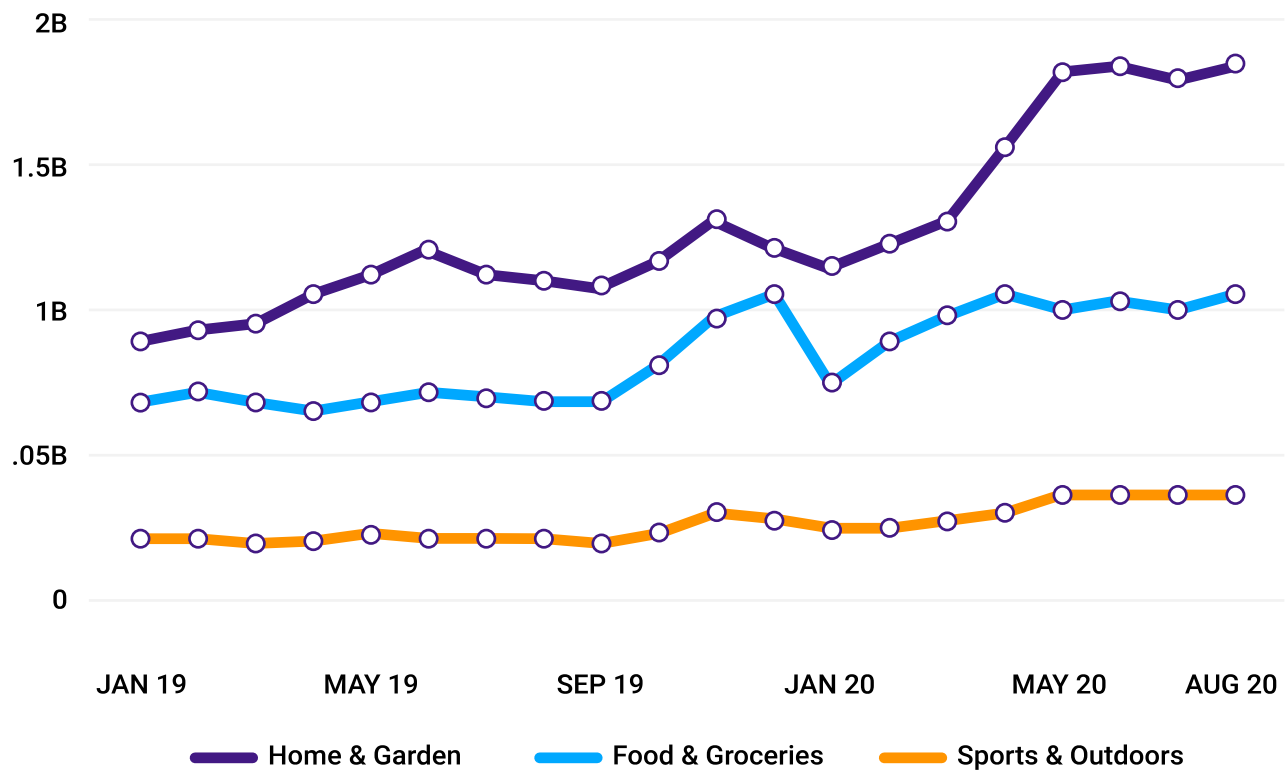
Domain	Visits	June-Aug 2020	change
<b>amazon.com</b>	216.3B		24.24%
<b>ebay.com</b>	4.5B		10.48%
<b>walmart.com</b>	1.8B		4.65%
<b>target.com</b>	841M		2.83%
<b>costco.co</b>	116.1M		9.96%





Due to WFH and stay-at-home measures, the three product categories showing the highest traffic growth rates are Home and Garden, Food and Groceries, and Sport and Outdoors, with a 40-50% increase in demand YoY.

### Fastest Growing Ecommerce Categories by Traffic location: all regions



# Consumer Demand Impact: Online Entertainment & Education Platforms

With the rise in the overall content consumption during the pandemic - a result of stay-at-home orders - some markets have shown greater adaptability than others.

While offline entertainment was put on hold, online alternatives stepped in. And streaming and theatres are great examples to look at.

We see that opera theatres have been doing a great job of adapting to the current situation and attracting their offline visitors to view live streams instead.

## Theatres

Traffic Changes, location: US

Domain	Visits	June-Aug 2020	change
<b>metopera.org</b>	1.1M		39.82%
<b>berliner-philharmoniker.de</b>	24.8K		95.29%
<b>roh.org.uk</b>	105.5K		26.59%
<b>broadwayhd.com</b>	108.8K		63.22%
<b>staatsoper.de</b>	2.1K		400.00%



But of course streaming platforms are absolute winners when it comes to increased consumer demand. With the March-May 2020 traffic numbers doubling and even quadrupling, the slight June-August rollbacks are too low to claim that streaming platforms' growth during the pandemic has been overvalued.

## Streaming platforms Traffic Changes, location: US

Domain	Visits	June-Aug 2020	change
netflix.com	1.3B		-7.72%
hulu.com	491M		-14.21%
cbs.com	99.8M7		18.85%
nbc.com	53.2M8		-11.99%
sling.com	4.5M		-2.67%
roosterteeth.com	39M		-9.18%
vudu.com	34.5M		-23.11%
hbo.com	34.3M		-7.74%
viki.com	29.7M		13.40%
ondemandkorea.com	20.9M		33.43%













On top of entertainment, while at home, people also rushed to education platforms like Udemy and Khan Academy to acquire new skills for the tightening job market or finally get to the courses they never had time to take.

Yet by August 2020, most educational hubs seem to be getting back to pre-pandemic traffic levels, with only a few platforms like Coursera and EdX being able to maintain the new audience.

## Education platforms

Traffic Changes, location: US

Domain	Visits	June-Aug 2020	change
<b>udemy.com</b>	81.6M		0.30%
<b>khanacademy.org</b>	59.4M		-74.06%
<b>coursera.org</b>	47.3M		2.82%
<b>study.com</b>	31.6M		-47.45%
<b>duolingo.com</b>	31.1M		-41.56%
<b>edx.org</b>	21.9M		1.00%
<b>ted.com</b>	20.3M		-45.23%
<b>k12.com</b>	15M		-46.37%
<b>skillshare.com</b>	11.5M		-6.33%
<b>lynda.com</b>	8.3M		-16.88%



# Doing Competitor Analysis in Uncertain Times

Not all industries and businesses have been as successful at altering their digital marketing strategies to enhance their online presence at times when shifting online is the only way to stay afloat.

Equipped with real-time data and insights on competitors' strategies, businesses can still navigate through the uncertainties by following the three key competitor analysis steps:

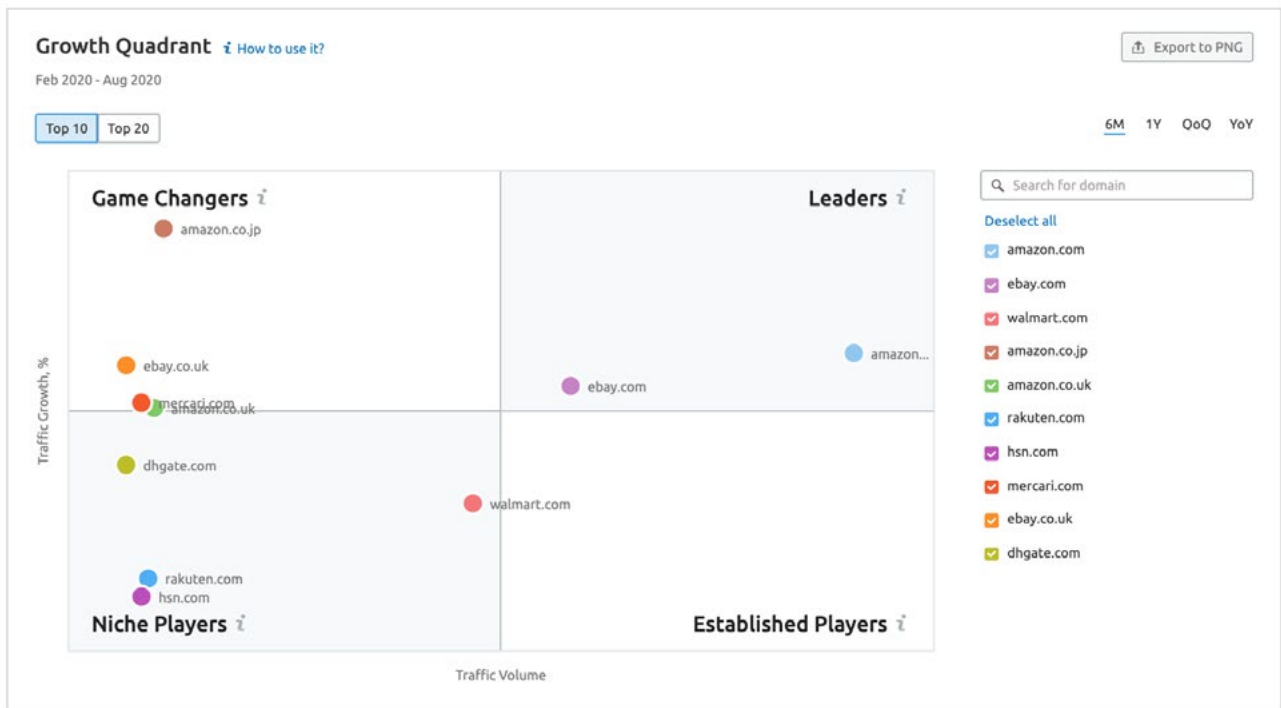
## #1. Discover the Most Threatening Market Players

Using SEMrush's CI add-on, we'll show how, for instance, eBay can potentially look into Amazon's (and other key competitors') online strategies to catch up with their biggest rival.

The add-on provides insights into the entire market segment by reflecting how brands stand against each other in terms of audience size and traffic growth rates.

Continued on next page



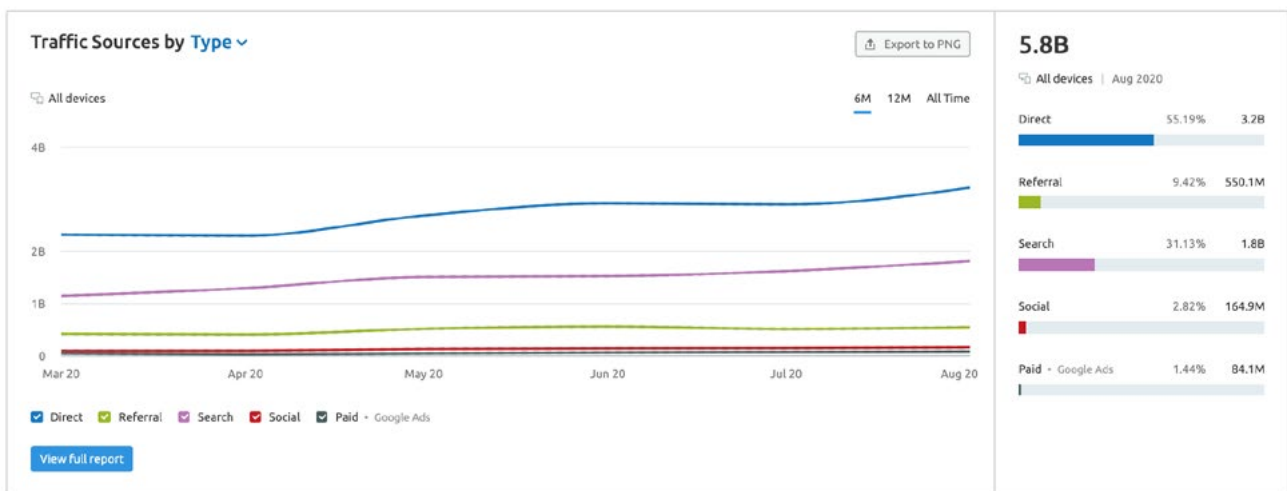


Amazon, an established industry leader, has the largest traffic share among general retailers and is growing at higher rates than the key niche players. And in digital terms, traffic implies market share and potential customers, which makes Amazon the most threatening brand for eBay to look up to in terms of online marketing strategy.



## #2 Uncover Rivals' Traffic Acquisition Strategies

Having no access to Amazon's internal traffic data, eBay could make use of tools like Traffic Analytics to see how the competitor prioritizes its traffic acquisition efforts - be it direct, referral, search, social, or paid traffic.



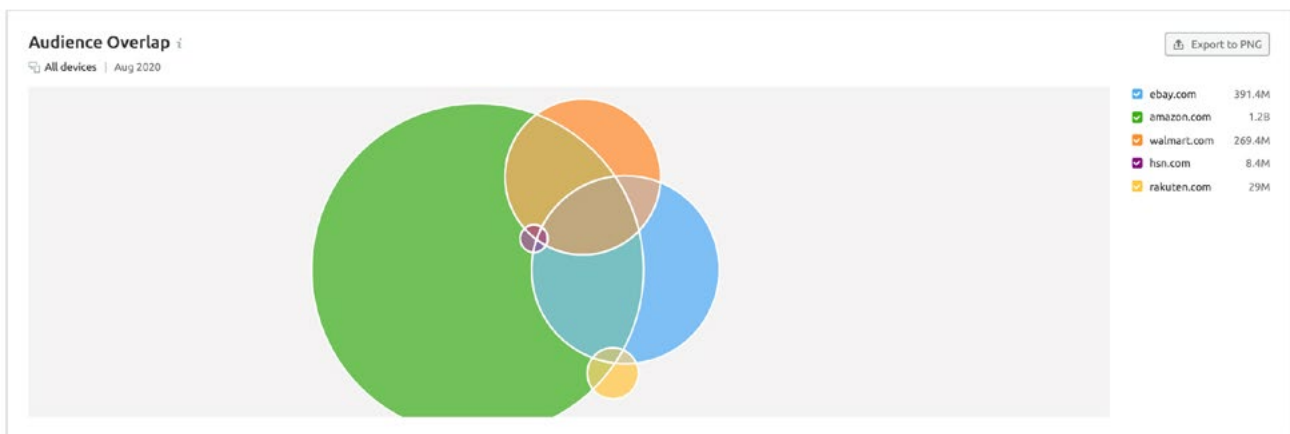
Based on these insights, eBay can make some assessments regarding the potential audience quality across various channels and adjust its own traffic generation efforts accordingly.



### #3. Steal the Limelight With a Smart Paid Strategy

While emulating competitors' traffic acquisition tactics is a viable strategy, there are some hidden tricks eBay could employ to compete for a larger audience share.

Based on audience insights (we gather them from the Traffic Analytics tool), we can identify which competitors eBay shares the least similar audience with:



Continued on next page





As expected, Amazon has the highest number of unique visitors, and eBay could potentially capitalize on that audience and reach them on precisely the platforms they visit most frequently by targeting them with remarketing campaigns on relevant platforms only. And Traffic Analytics uncovers what these platforms are:

Root domain ▾ Root domain ▾ Root domain ▾ Root domain ▾ Root domain ▾

ebay.com x amazon.com x walmart.com x hsn.com x rakuten.com x Compare Cancel

---

**Audience Insights** 1-27 (27) ⓘ

All devices | Aug 2020

Audience segment  Containing only  ebay.com also visited domains listed in the table below:

Filter by domain  Category: 3 selected X Safe mode  Export to CSV

No.	Also Visited Domains	Unique Audience	Shared Audience, %	Shared Audience
3	<a href="#">facebook.com</a> ⓘ Online Communities > Social Networks <a href="#">5 more</a>	3.2B	11.15%	202.4M
5	<a href="#">wikipedia.org</a> ⓘ Arts & Entertainment <a href="#">6 more</a>	3.9B	8.64%	185M
6	<a href="#">twitter.com</a> ⓘ Online Communities > Blogging Resources & Serv... > Microblogging <a href="#">5 more</a>	1.1B	14.84%	113.8M
11	<a href="#">pinterest.com</a> ⓘ Business & Industrial > Advertising & Market... > Brand Management <a href="#">6 more</a>	768M	15.81%	91.7M
38	<a href="#">msn.com</a> ⓘ Internet & Telecom > Email & Messaging > Spam & Email Filtering <a href="#">5 more</a>	290.5M	10.65%	36.4M
44	<a href="#">businessinsider.com</a> ⓘ Business & Industrial > Business Finance > Venture Capital <a href="#">5 more</a>	121.4M	12.74%	32.7M
57	<a href="#">medicalnewstoday.com</a> ⓘ Health > Health Conditions <a href="#">5 more</a>	123.8M	9.97%	25.7M
87	<a href="#">usnews.com</a> ⓘ News <a href="#">3 more</a>	53.1M	7.99%	17.8M

**Get real-time market data  
and insights on competitors' digital strategies  
with SEMrush's Competitive Suite**

