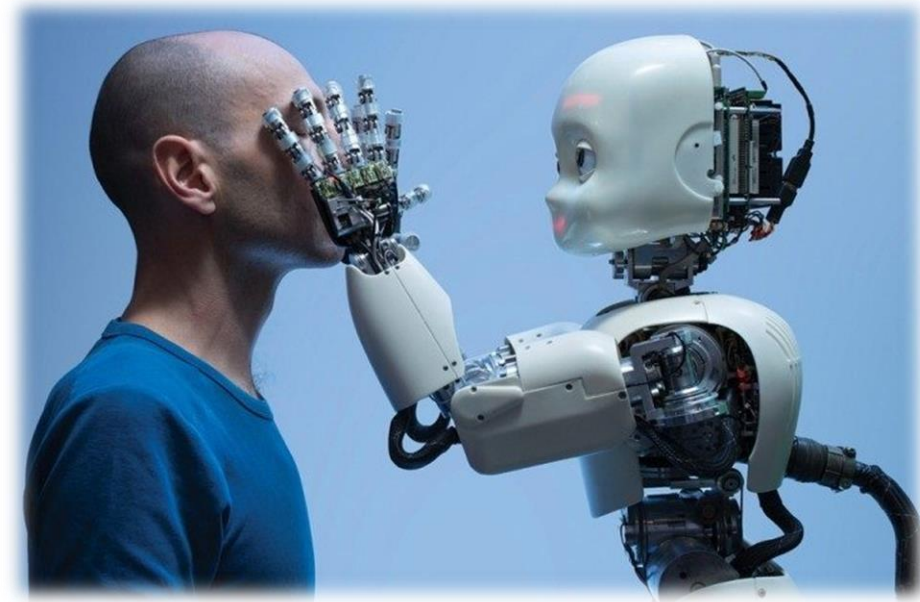


A stylized illustration of a diverse crowd of people, all wearing face masks. The people are depicted in various colors (blue, orange, pink, black) and are shown from the chest up, facing different directions. The background is a solid light blue color.

# Digital Consumer Behaviour during COVID-19 in Mexico

**Eduardo Garcés**

## Eduardo Garcés Head of Data Science and AI

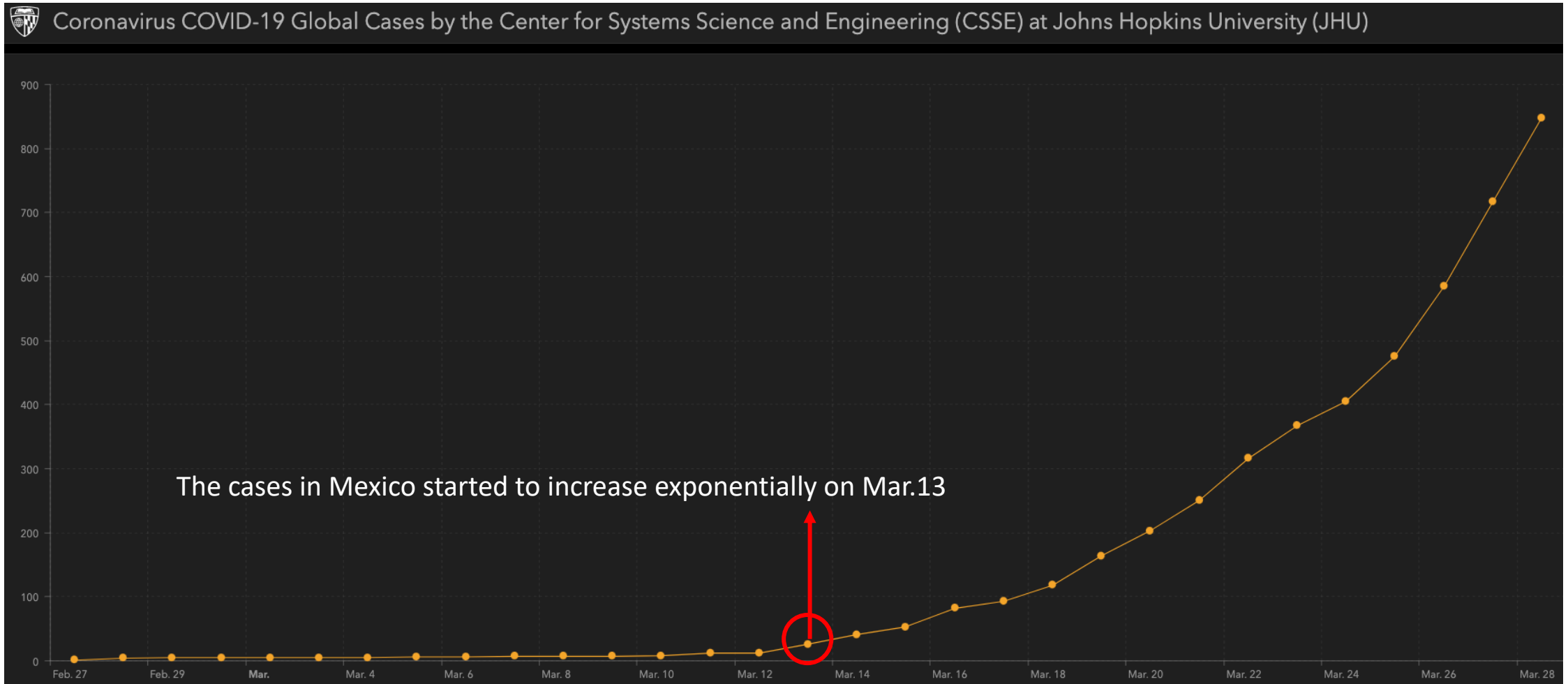




# The evolution of the virus







## Coronavirus COVID-19 Global Cases by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)



Few cases without a lot of consequences

The cases started to increase exponentially

# DIGITAL CX Forum



WWW: [DIGITALCX.IMT.COM.MX](http://DIGITALCX.IMT.COM.MX)

To date Mar.30

Total Confirmed

993

Total Deaths

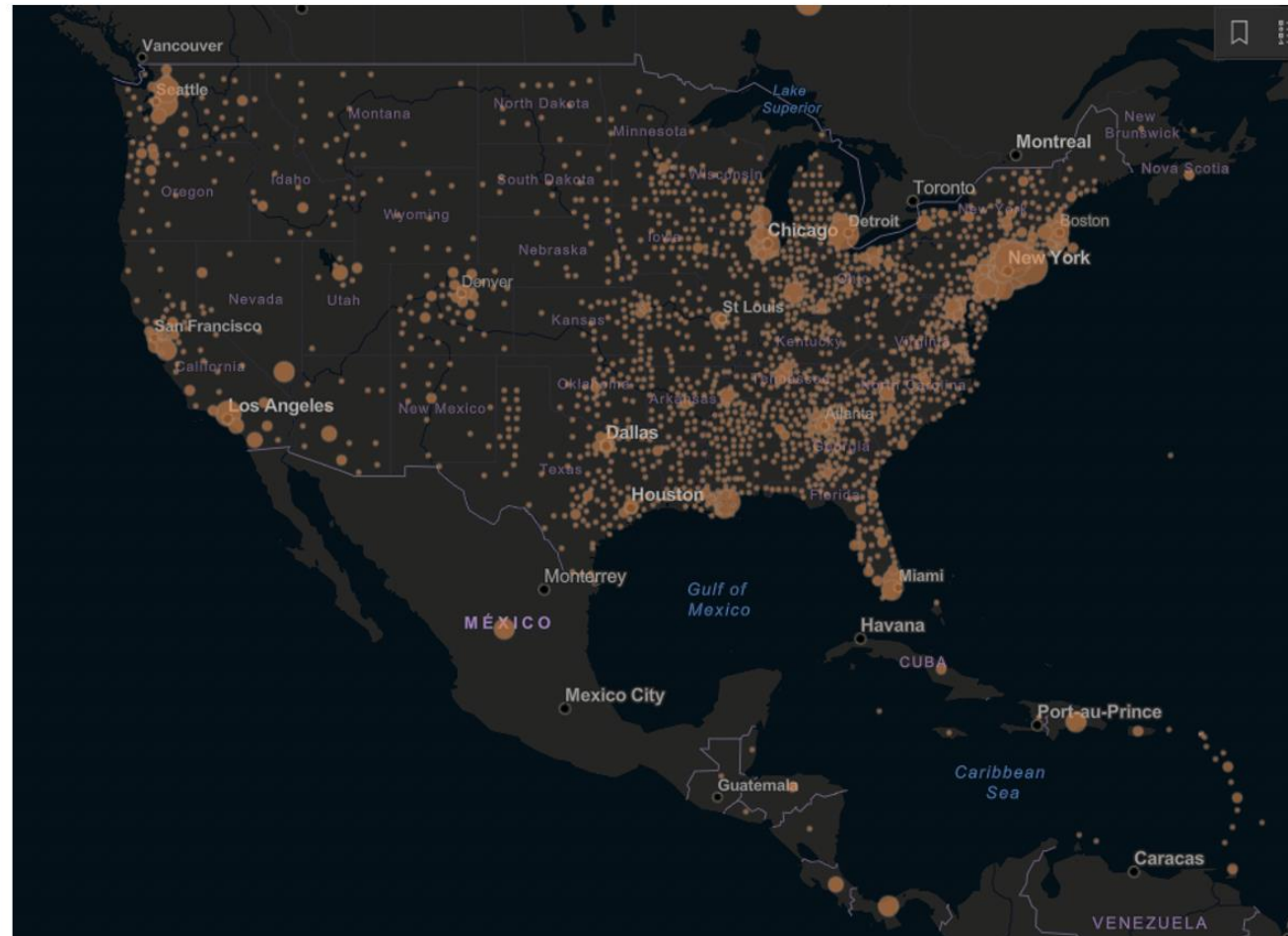
20

20 deaths  
Mexico

Total Recovered

35

35 recovered  
Mexico





What are people searching for on Internet?

# DIGITAL CX Forum



WWW: [DIGITALCX.IMT.COM.MX](http://DIGITALCX.IMT.COM.MX)

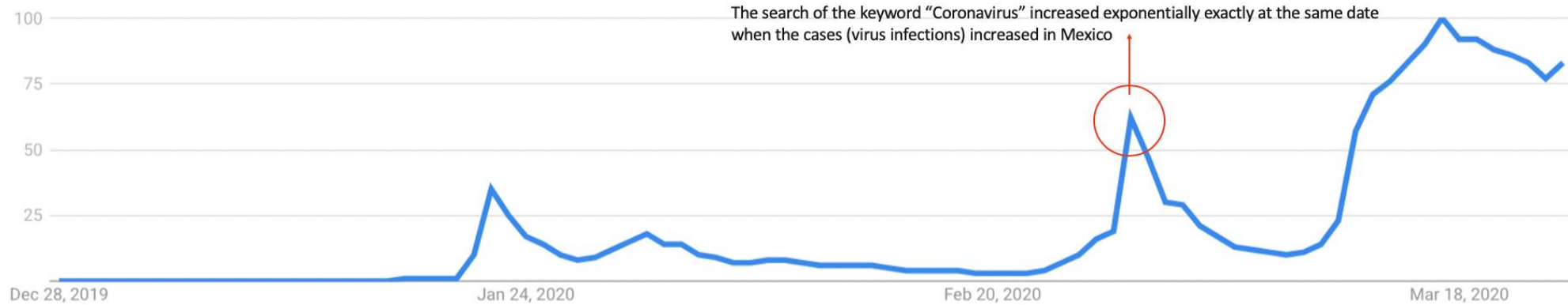




● coronavirus  
Search term

The keyword “Coronavirus” was searched in **all categories**

Interest over time ?



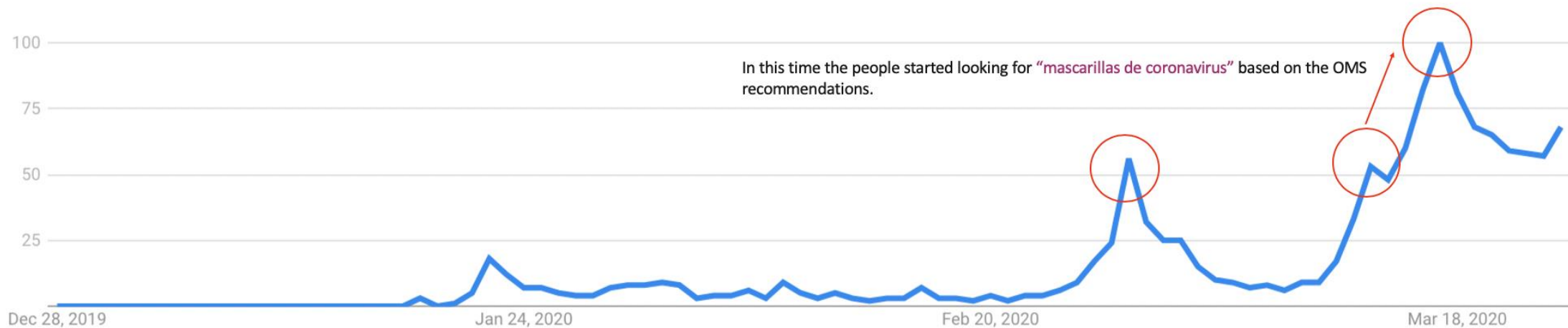
The keyword **“Coronavirus”** was searched now in the category **“beauty and fitness”**

● coronavirus  
Search term

We didn't find something interesting. The Google algorithm identified like top keyword: **“Mascarilla de Coronavirus”** misunderstanding **“mascarilla”** like skincare facial mask.

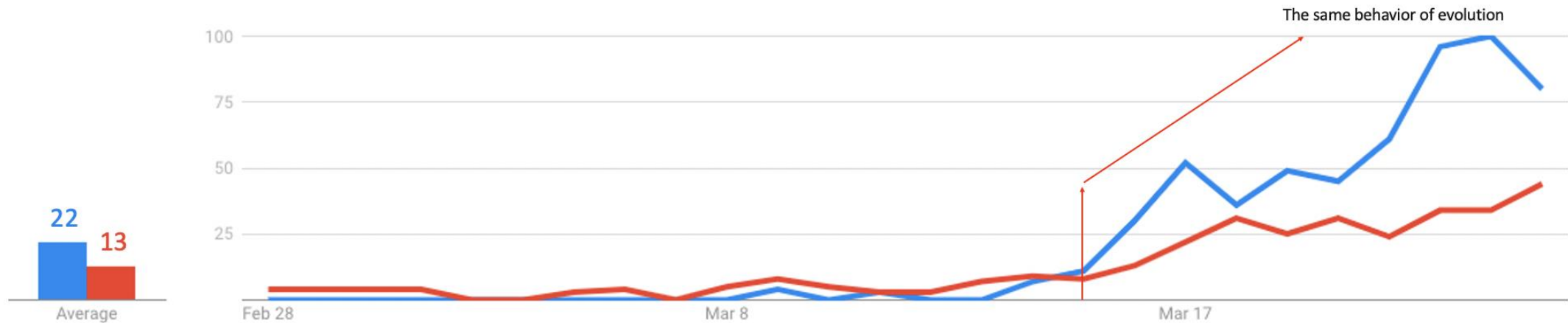


Interest over time ?



● quedate en casa  
Search term
● stay home  
Search term

## Keywords: “Quedate en casa” and “Stay home”



Related queries ?

Rising ▾ ⬇ ⏪ ⏩

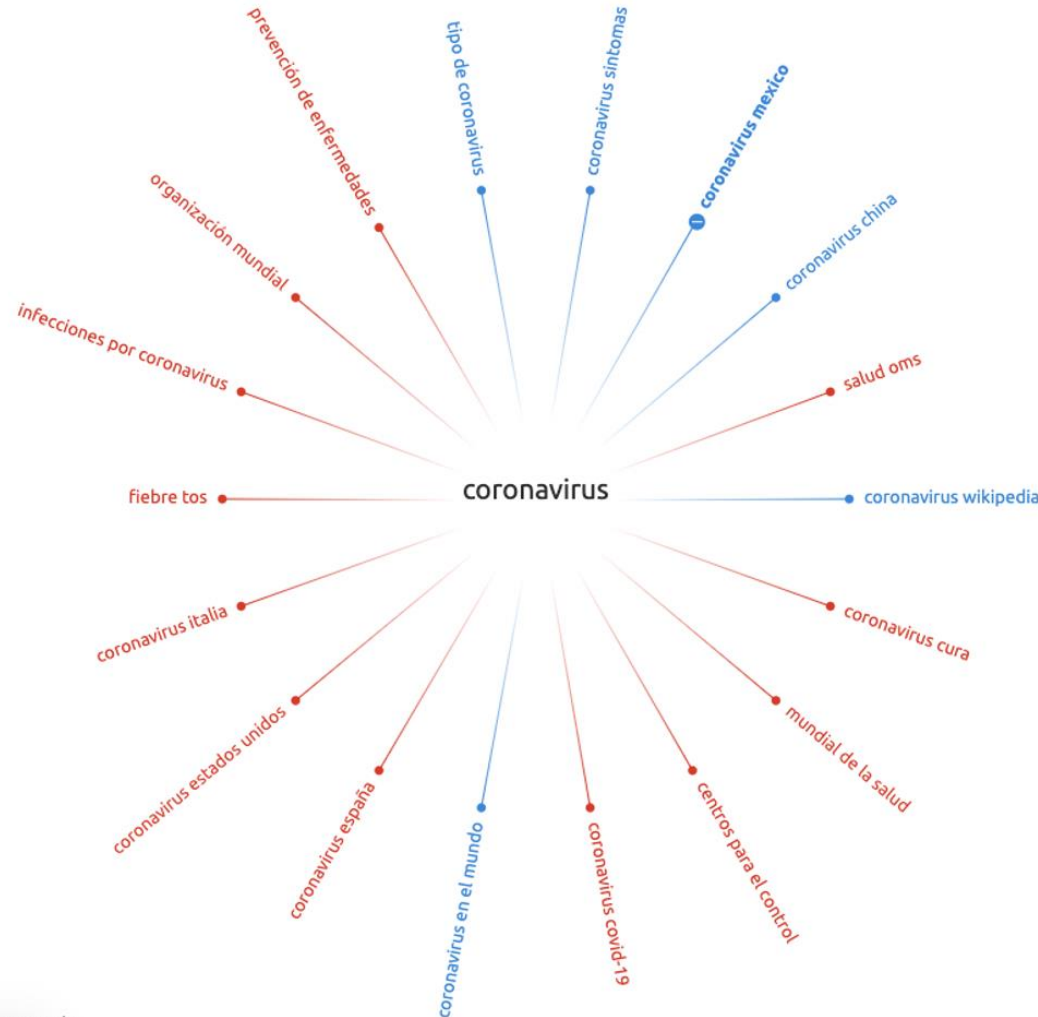
- 1 no son vacaciones quedate en casa Breakout
- 2 quedate en tu puta casa Breakout

Related queries ?

Rising ▾ ⬇ ⏪ ⏩

- 1 stay the fuck home Breakout

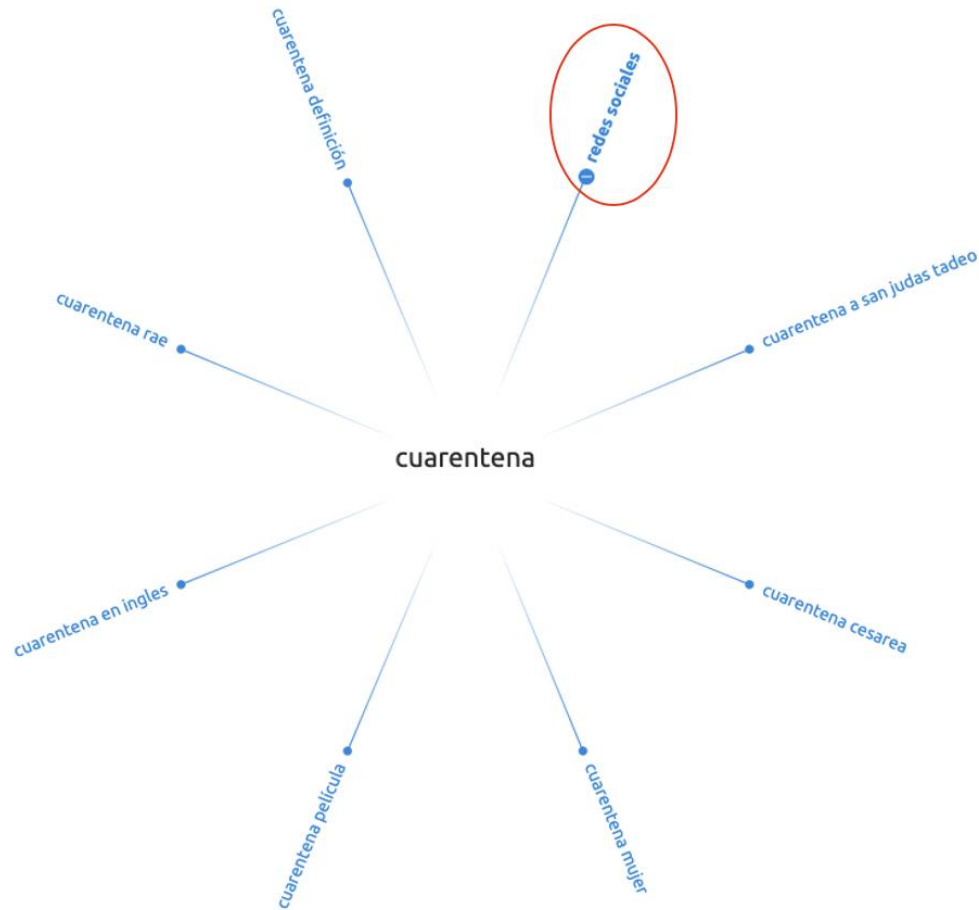




## Keyword: Coronavirus

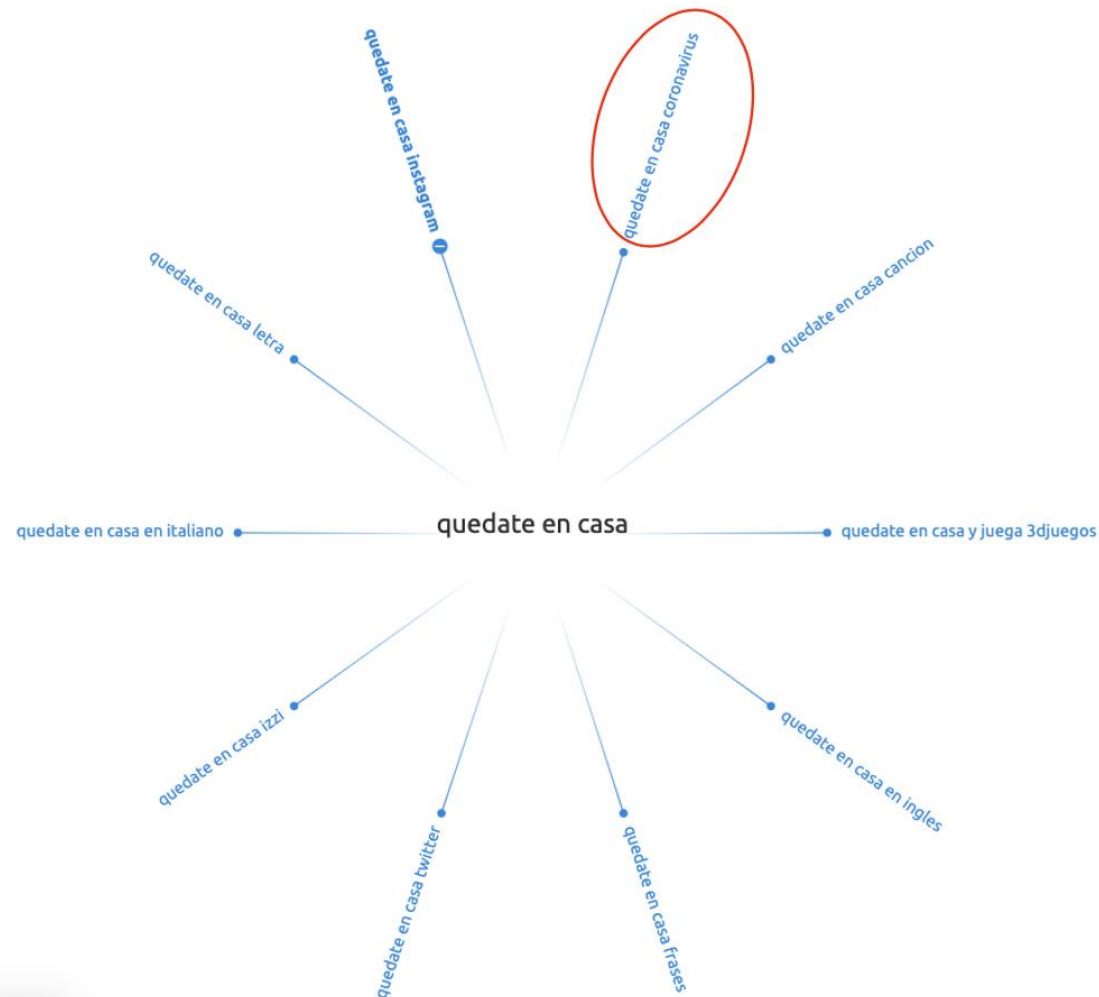
- The volume search of the keyword **“coronavirus”** is about **368,000** per month.
- The topics related to coronavirus are mainly related to the epidemiology and the panorama in Mexico:

- ▶ 'Les garantizo que el coronavirus va a llegar a México'
- ▶ Coronavirus en México
- ▶ Noticias sobre Coronavirus
- ▶ Noticias y verificaciones sobre el Coronavirus en México
- ▶ Coronavirus
- ▶ Aviso Epidemiológico
- ▶ Panorama del coronavirus en México
- ▶ Cuántos casos de coronavirus hay en México
- ▶ ¿México está preparado para enfrentar el coronavirus?
- ▶ cobertura especial coronavirus



## Keyword: Cuarentena

- The keyword “**cuarentena**” launch a lot of topics not related to covid -19, nevertheless “**redes sociales**” is a **strong correlated keyword**.
- Here are the topics related to “**cuarentena**” - “**redes sociales**”
  - Las redes sociales me están arruinando la cuarentena
  - Los retos en las redes sociales, una opción contra la cuarentena
  - Lo más viral en memes por coronavirus y la cuarentena
  - Redes sociales para compartir la cuarentena
  - Dave Grohl contará historias en redes sociales ante cuarentena
  - La vida de cuarentena desde las redes sociales
  - Internet y redes sociales, el refugio en la cuarentena por la vida
  - Gerard Piqué impresiona a Shakira con el último reto viral
  - Por cuarentena, Metallica transmite sus mejores shows en redes
  - Memes Virales



## Keyword: **Quedate en casa**

- The most related sub keyword of **“quedate en casa”** is **“quedate en casa coronavirus”**
- **“Quedate en casa Instagram”** also talks about what you can do at home in social media.
- Some topics related to **“quedate en casa coronavirus”** :

- 📌 Coronavirus. Quédate En Casa
- 📌 Dieciséis artistas colaboran en la canción 'Quédate en tu casa'
- 📌 Yo me quedo en casa - Quédate en casa - CuidatePlus
- 📌 CORONAVIRUS
- 📌 Quédate en casa
- 📌 ¡Quédate en casa! | ELIMPARCIAL.COM
- 📌 Coronavirus: qué hacer en casa durante el aislamiento
- 📌 Test para saber si la cuarentena del coronavirus te sobrepasa
- 📌 Lotería CDMX vs Coronavirus: quédate en casa
- 📌 CCE difunde campaña "Quédate en casa"



Web traffic activity in  
different categories





Surprisingly, the websites activities in many categories and many important sites in Mexico, **decreased** considerably.

## E-commerce and Shopping

March 2020 vs Feb. 2020

## Beauty and Cosmetics

### Top Websites ⓘ

Feb 2020 Mexico

March 2020 vs Feb. 2020

Domain	Visits	Change
mercadolibre.com.mx	91.5M	↓ 20.72%
amazon.com.mx	34.7M	↓ 22.05%
walmart.com.mx	15.1M	↓ 19.49%
coppel.com	12.3M	↓ 26.27%
amazon.com	11.6M	↓ 14.2%

**-20.5% Avg.**

### Top Websites ⓘ

Feb 2020 Mexico

March 2020 vs Feb. 2020

Domain	Visits	Change
avon.com	572.1K	↓ 11.26%
natura.com.mx	562.8K	↓ 22.6%
avon.mx	555.8K	↓ 6.95%
marykayintouch.com.mx	508.8K	↓ 26.76%
oriflame.com	506.8K	↓ 14.01%

**-16.3% Avg.**



## E-commerce and Shopping

March 2020 vs Feb. 2020

	Domain (7,634)	Traffic Share ↓	Change
1	mercadolibre.com....	24.31%	↓ 20.72%
2	amazon.com.mx	9.21%	↓ 22.05%
3	walmart.com.mx	4.02%	↓ 19.49%
4	coppel.com	3.27%	↓ 26.27%
5	amazon.com	3.07%	↓ 14.2%
6	liverpool.com.mx	2.43%	↓ 22.99%
7	promodescuentos....	2.29%	↓ 2.39%
8	ebay.com	1.86%	↓ 23.26%
9	aliexpress.com	1.81%	↓ 23.07%
10	mercadolibre.com	1.43%	↓ 26.33%

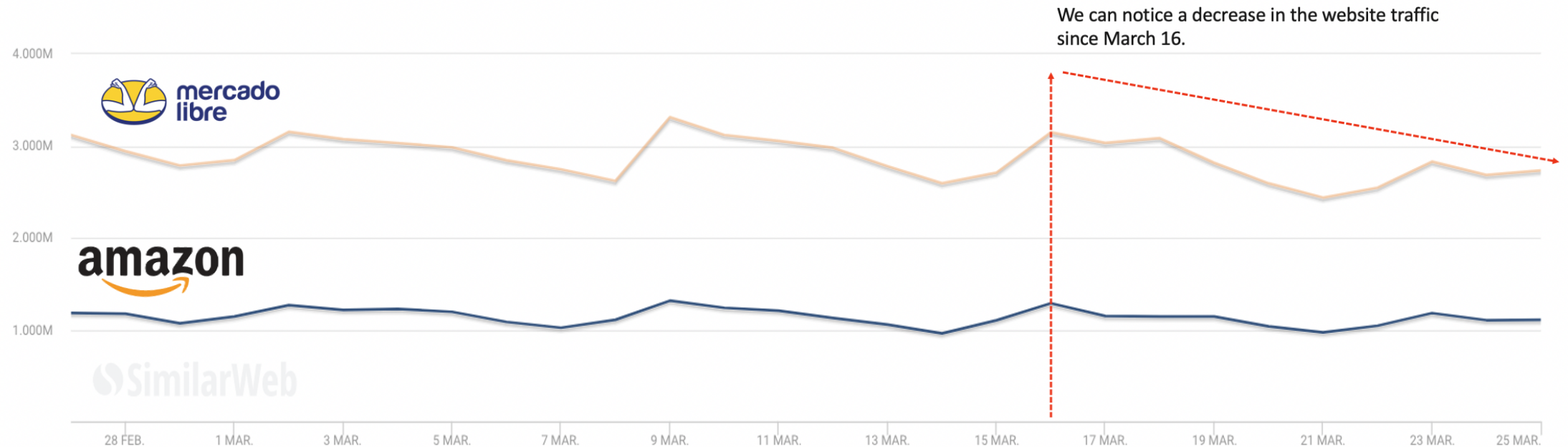
March 2020 vs Feb. 2020

	Domain (7,634)	Traffic Share ↓	Change
11	locanto.com.mx	1.31%	↓ 11.34%
12	segundamano.mx	1.18%	↓ 16.56%
13	autos.mercadolibre...	1.17%	↓ 13.33%
14	ticketmaster.com....	1.02%	↑ 5.95%
15	vivanuncios.com.mx	1.02%	↓ 19.23%
16	mlstatic.com	0.93%	↓ 15.79%
17	auto.mercadolibre...	0.84%	↓ 16.42%
18	sams.com.mx	0.83%	↓ 16.82%
19	amazon.es	0.82%	↓ 10.24%
20	trovit.com.mx	0.76%	↓ 33.26%

This increase was due to the users visited the site to obtain a refund for the cancellation events

## E-commerce and Shopping

Website traffic Amazon.com.mx vs Mercadolibre.com.mx (Mexican visits – March 2020)



# WHAT ABOUT

online **order food** sites behavior?





We see the same behavior of **web traffic decrease** in the category but, with **lower percentage** in comparison with **beauty** and **eCommerce** categories.

## Device Distribution ⓘ

Last 28 Days (As of Mar 25) 🇲🇽 Mexico



Desktop 33.19 %  
 Mobile Web 66.81 %

## Total Visits ⓘ

Last 28 Days (As of Mar 25) 🇲🇽 Mexico

5.128M

## 📍 Restaurants and Delivery

### Top Websites ⓘ

Feb 2020 🇲🇽 Mexico

March 2020 vs Feb. 2020

Domain	Visits	Change
dominos.com.mx	701.1K	↓ 9.98%
ubereats.com	562.2K	↓ 0.35%
starbucks.com.mx	462.7K	↓ 4.57%
kfc.com.mx	374.6K	↓ 15.87%
sindelantal.mx	364.5K	↓ 10.79%

**-8.3% Avg.**

So, what's the **people doing** at home in  
the **digital universe**?

### MÉXICO

## Coronavirus: México ante el panorama del home office

El trabajo a distancia como una opción ante el brote del covid 19 como pandemia

## Google México pone el ejemplo y activa home office a sus empleados por coronavirus

*Google México ha tomado la decisión de permitir a sus empleados trabajar de forma remota, sumándose a la decisión que la compañía ha tomado a nivel global.*

[El Economista > Empresas](#)

COVID-19

## Implementación de home office se acelera ante emergencia por el coronavirus



- The number one app is “Zoom Cloud Meeting” an app used for **virtual meetings**. This behavior is due the actual **numbers of people working from home**.
- Also, we notice that the apps that increased their ranking in the app store, are mainly apps related to **entertainment** and social **networking** like **Netflix** and **WhatsApp**.



Top apps ranking in Mexico (March 2020) Appstore

App (199)	Publisher	Category	↓ Store Rank	Store Change
1  ZOOM Cloud Meetings	Zoom	Business	#1	=
2  TikTok - Make Your Day	TikTok Inc.	Entertainment	#2	=
3  Google Classroom	Google LLC	Education	#3	=
4  Houseparty	Life On Air, Inc	Social Networking	#4	=
5  Gmail - Email by Google	Google LLC	Productivity	#5	↑ 3
6  Microsoft Word	Microsoft Corporation	Productivity	#6	↑ 3
7  Microsoft Teams	Microsoft Corporation	Business	#7	↓ 2
8  Netflix	Netflix, Inc.	Entertainment	#8	↑ 2
9  Hangouts Meet by Google	Google LLC	Business	#9	↓ 2
10  Google Drive	Google LLC	Productivity	#10	↓ 4
11  WhatsApp Messenger	WhatsApp Inc.	Social Networking	#11	↑ 1
12  Facebook	Facebook, Inc.	Social Networking	#12	↑ 2
13  Messenger	Facebook, Inc.	Social Networking	#13	↑ 3
14  Instagram	Instagram, Inc.	Photo & Video	#14	↑ 1
15  YouTube: Watch, Listen, Stream	Google LLC	Photo & Video	#15	↑ 2
16  Skype for iPhone	Skype Communications S.a.r.l	Social Networking	#16	↓ 5
17  CamScanner: PDF Scanner	INTSIG Information Co.,Ltd	Productivity	#17	↑ 2
18  Google Docs: Sync, Edit, Share	Google LLC	Productivity	#18	↓ 5
19  Snapchat	Snap, Inc.	Photo & Video	#19	↑ 4
20  Hangouts	Google LLC	Social Networking	#20	↓ 2



Device Distribution ⓘ  
Last 28 Days (As of Mar 25) 🇲🇽 Mexico



Desktop	60.09 %
Mobile Web	39.91 %

We can notice an exponentially website traffic activity since March 15, very close to the date where the first coronavirus cases appeared in Mexico and a lot of companies decided apply home office to their employees.

The website activity increased 350% vs February activity.

Website traffic zoom.us (Mexican visits – March 2020)





### Device Distribution ⓘ

Last 28 Days (As of Mar 25) 🌐 Worldwide



Desktop	91.30 %
Mobile Web	8.70 %

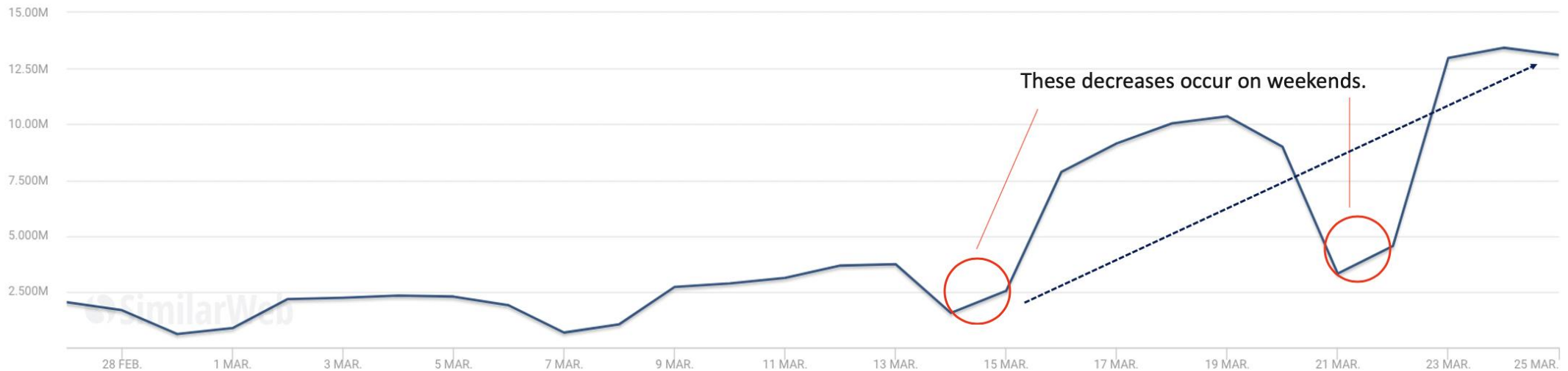
Microsoft Teams

+

As **Zoom** application, in **Microsoft Teams** website activity we notice the same behavior, **increasing activity since March 15.**

The website activity increased **204%** vs February activity.

Website traffic **Microsoft Teams** (Mexican visits – March 2020)





But which other categories are trending  
for the netizen in Covid-19 quarantine?

# DIGITALCX Forum



WWW: DIGITALCX.IMT.COM.MX

LA VERDAD

ESTILO Y VIDA

## Pixar dará cursos gratis debido al coronavirus

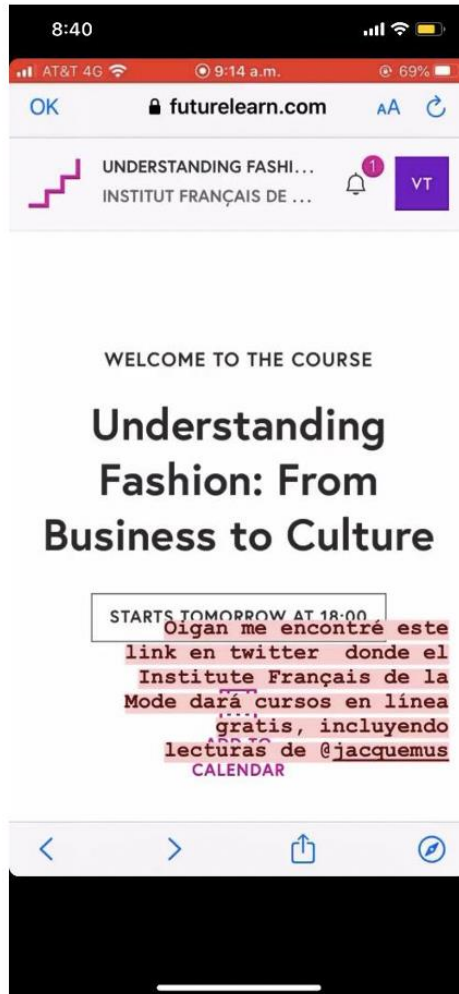
Debido a la cuarentena de **coronavirus**, el estudio cinematográfico de **Pixar** dará cursos gratis de animación.

**GLAMOUR** HOME CELEBRITIES BELLEZA MODA **TU VIDA** HORÓSCOPOS

DESCUBRE | 25-03-2020

## Estos son algunos cursos y talleres online que puedes tomar durante la cuarentena

Algunos son gratuitos y otros están en ofertas IMPACTANTES. ¡Toma estos cursos y talleres para aprovechar tu tiempo esta cuarentena!



# DIGITAL CX Forum



WWW: DIGITALCX.IMT.COM.MX



## TECHBIT

INICIO / TECHBIT / 5 APPS PREMIUM QUE SE VOLVIERON GRATIS PARA ESTUDIAR DURANTE LA CUARENTENA



Que la cuarentena no sea un impedimento para seguir aprendiendo / Foto: Pixabay

**5 apps premium que se  
volvieron gratis para estudiar  
durante la cuarentena**



## Device Distribution

Last 28 Days (As of Mar 25) Mexico

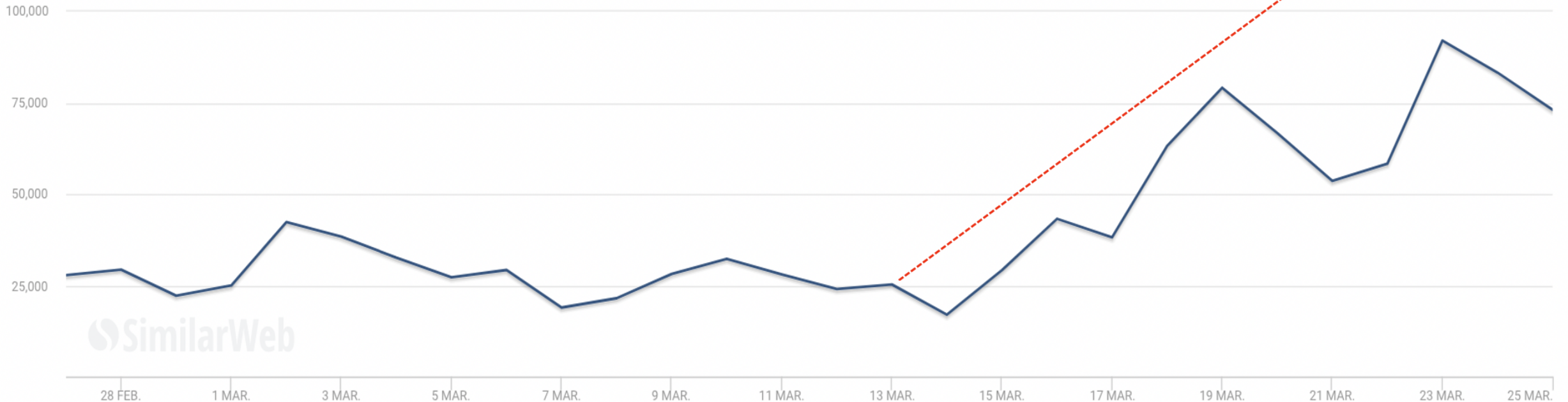


Desktop	72.17 %
Mobile Web	27.83 %



Website traffic coursera (Mexican visits – March 2020)

**+22% more** traffic vs Feb 2020



## Device Distribution ⓘ

Last 28 Days (As of Mar 25) 🇲🇽 Mexico

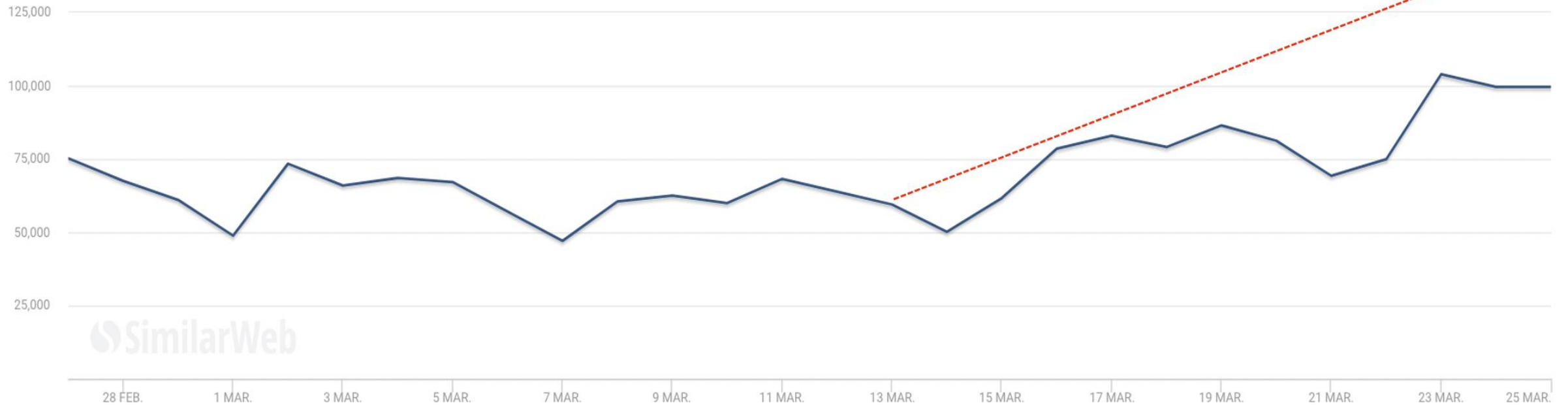


Desktop	88.59 %
Mobile Web	11.41 %



**+5% more** traffic vs Feb 2020

Website traffic **Udemy** (Mexican visits – March 2020)



Also, the **entertainment platforms** are the options for the **Netizen**



DIGITAL **CX**  
Forum

imt.

WWW: [DIGITALCX.IMT.COM.MX](http://DIGITALCX.IMT.COM.MX)

**NETFLIX**

## Visits Over Time

Last 28 Days (As of Mar 27), All Traffic

<input checked="" type="checkbox"/> netflix.com	<input type="checkbox"/> imdb.com	<input type="checkbox"/> youtube.com	<input type="checkbox"/> hulu.com	<input type="checkbox"/> rottentomatoes.com
70.5M	2.9M	652.5M	106.7K	506.8K

COMPARE

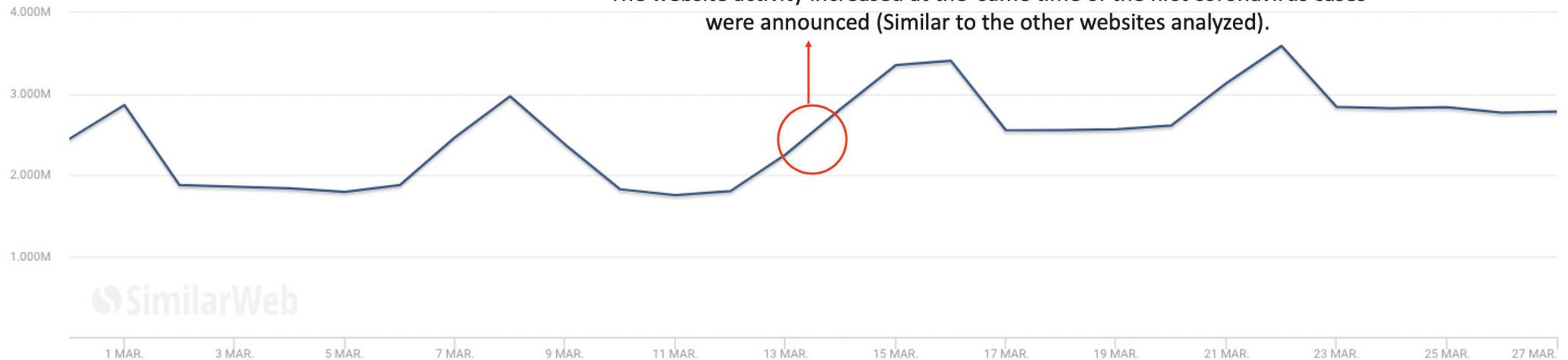
## Device Distribution

Last 28 Days (As of Mar 27) Mexico

















Desktop	89.06 %
Mobile Web	10.94 %

The website activity increased at the same time of the first coronavirus cases were announced (Similar to the other websites analyzed).



## Top Apps ⓘ

#1 app in Play Store

								Play Store	Mexico	Entertainment	Top Free
App (849)	Publisher	Category	↓ Usage Rank	Change	Store Rank	Store Change					
1  Netflix	Netflix, Inc.	Entertainment	#2	=	#1	=					
2  PV Info	Malthe PlayDeveloper	Entertainment	#3	=	#28	↓ 3					
3  Play! Go.	Lord Backup	Entertainment	#4	=	#8	↓ 1					
4  Telcel	Telcel, Radiomovil Dipsa S.A....	Entertainment	#5	=	#45	↑ 6					
5  Twitch: Livestream Multiplayer G...	Twitch Interactive, Inc.	Entertainment	#6	=	#12	=					
6  Risapp - Disfruta de este momen...	GOLEMON	Entertainment	#7	=	#9	↓ 1					
7  YouTube Kids	Google LLC	Entertainment	#8	=	#7	↓ 1					
8  Amazon Prime Video	Amazon Mobile LLC	Entertainment	#10	=	#5	↓ 1					
9  Nimo TV - Live Game Streaming	Nimo TV	Entertainment	#11	=	#19	↓ 1					
10  Legión Anime	Aplicaciones Paleta	Entertainment	#13	=	-	↓ 1					
11  OJOO - Short Videos for entertai...	Fun.Studio	Entertainment	#14	=	-	↓ 1					
12  las estrellas	Televisa	Entertainment	#15	=	#23	↓ 2					
13  Xbox	Microsoft Corporation	Entertainment	#16	=	#14	=					
14  Animeflix - Anime social en espa...	Crowdev	Entertainment	#17	=	#126	=					



# DIGITAL CX Forum



WWW: DIGITALCX.IMT.COM.MX



#37 on Trending MX



#37 ON TRENDING  
22 IDEAS QUE PUEDES HACER CUANDO ESTAS ABURRIDO - Tutoriales Belen  
695,210 views · Mar 28, 2020

The trending videos are related to **“tutorials”** where **influencers** try to show their followers **“how to”** do specific things on this **quarantine**.

The **beauty industry** has a big opportunity in Mexico, the most relevant content are **tutorial for makeup**.

#47 on Trending MX



#47 ON TRENDING  
¡UN DÍA CONMIGO EN CUARENTENA! ¿QUÉ HAGO? ❤️-Yuya  
800,540 views · Mar 27, 2020

#18 on Trending MX

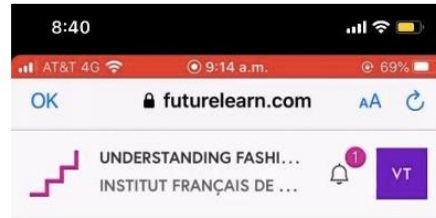


#18 ON TRENDING  
TRUCOS FÁCILES PARA CHICAS || Ideas geniales para cabello y maquillaje por 123 GO! Spanish  
3,423,290 views · Mar 28, 2020

# DIGITAL CX Forum



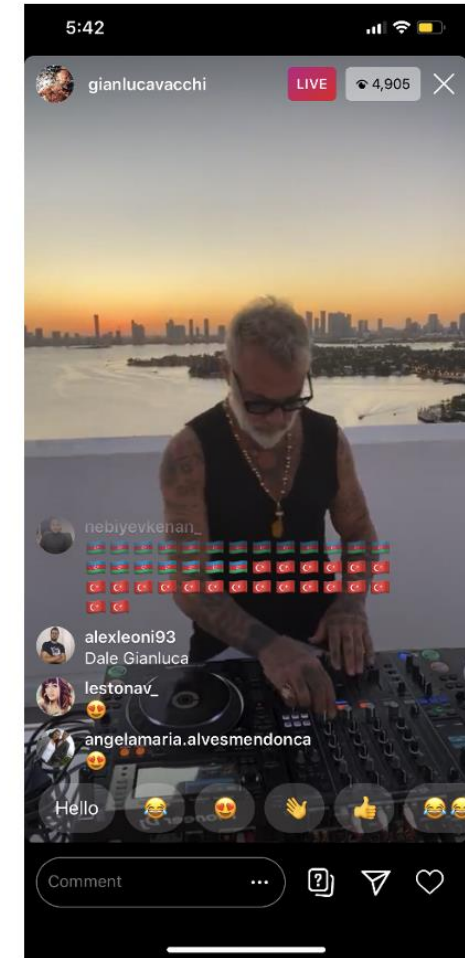
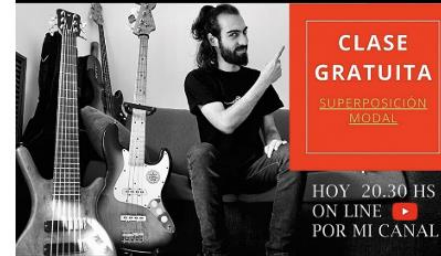
WWW: DIGITALCX.IMT.COM.MX



WELCOME TO THE COURSE

## Understanding Fashion: From Business to Culture

STARTS TOMORROW AT 18:00  
Oigan me encontré este link en twitter donde el Institute Français de la Mode dará cursos en línea gratis, incluyendo lecturas de @jacquemus CALENDAR



# DIGITAL CX Forum



WWW: DIGITALCX.IMT.COM.MX

## Staying (at home) power: how brands can make a meaningful difference to people's lives during the coronavirus outbreak

### Make them stay at home

**Nike** @Nike  
Now more than ever, we are one team. #playinside #playfortheworld

**IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, NOW IS YOUR CHANCE.**

Play inside, play for the world.

132K 8:01 AM - Mar 21, 2020  
33.4K people are talking about this

### Helping with the day-to-day

**Ford Motor Company** @Ford

If you are impacted by #COVID19 and you're leasing or financing through Ford Credit, we're here to help.

Call 1-800-723-4016 or visit [fordcreditsupport.com](http://fordcreditsupport.com) for more information.

**BUILT Ford PROUD**

49,6 mil reproducciones 0:31 / 0:31

629 2:02 PM - Mar 16, 2020  
291 people are talking about this

### Create spaces to connect

**Chipotle** @ChipotleTweets

There's a lot going on rn. If anyone wants to hang we're going live on Zoom here: [chip.tl/guac-zoom](https://chip.tl/guac-zoom)

511 12:04 PM - Mar 16, 2020  
86 people are talking about this

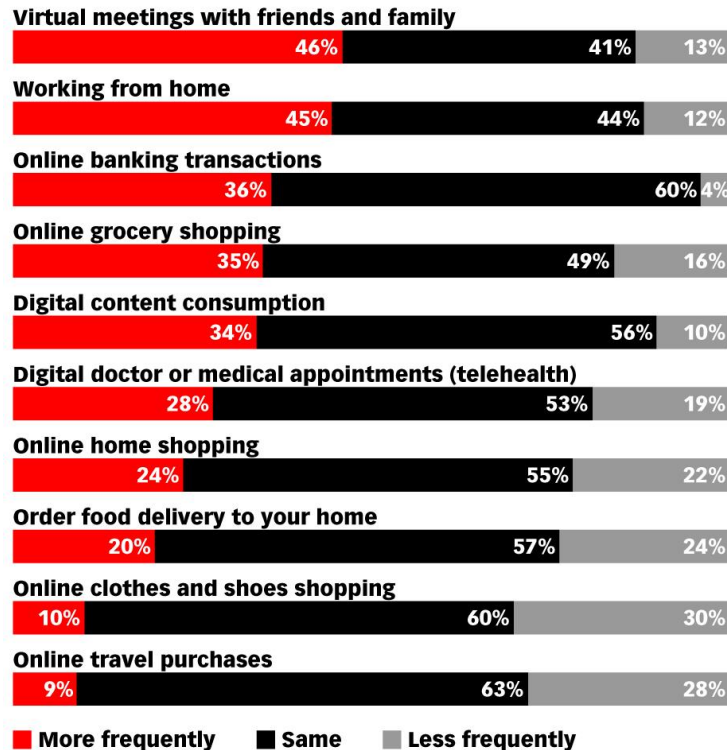
MAY 2020



# DIGITAL CX Forum

## Frequency with Which Internet Users in Mexico Will Conduct Select Digital Activities in Light of the Coronavirus Pandemic, March 2020

% of respondents



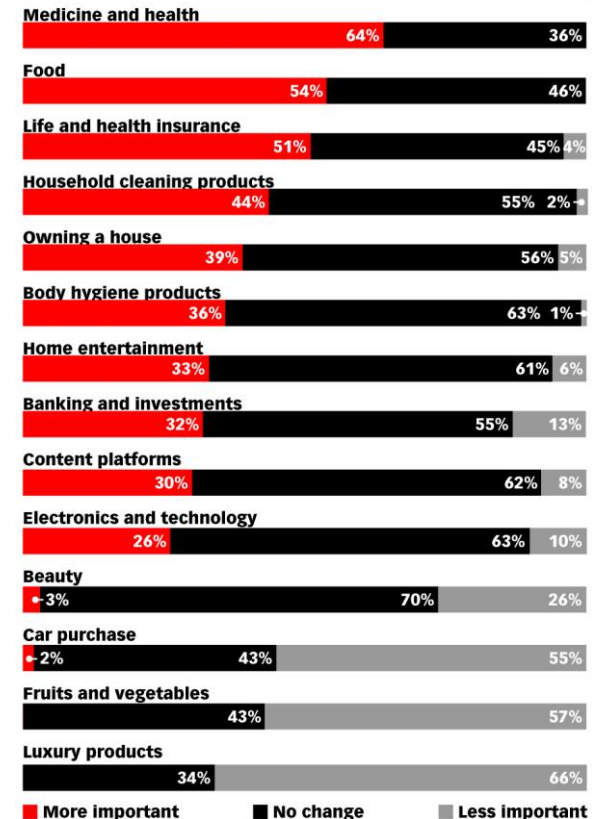
Note: n=467 ages 18+; numbers may not add up to 100% due to rounding  
 Source: DDB México and DDB Latina, "¿Cómo será el nuevo mexicano?"  
 April 23, 2020



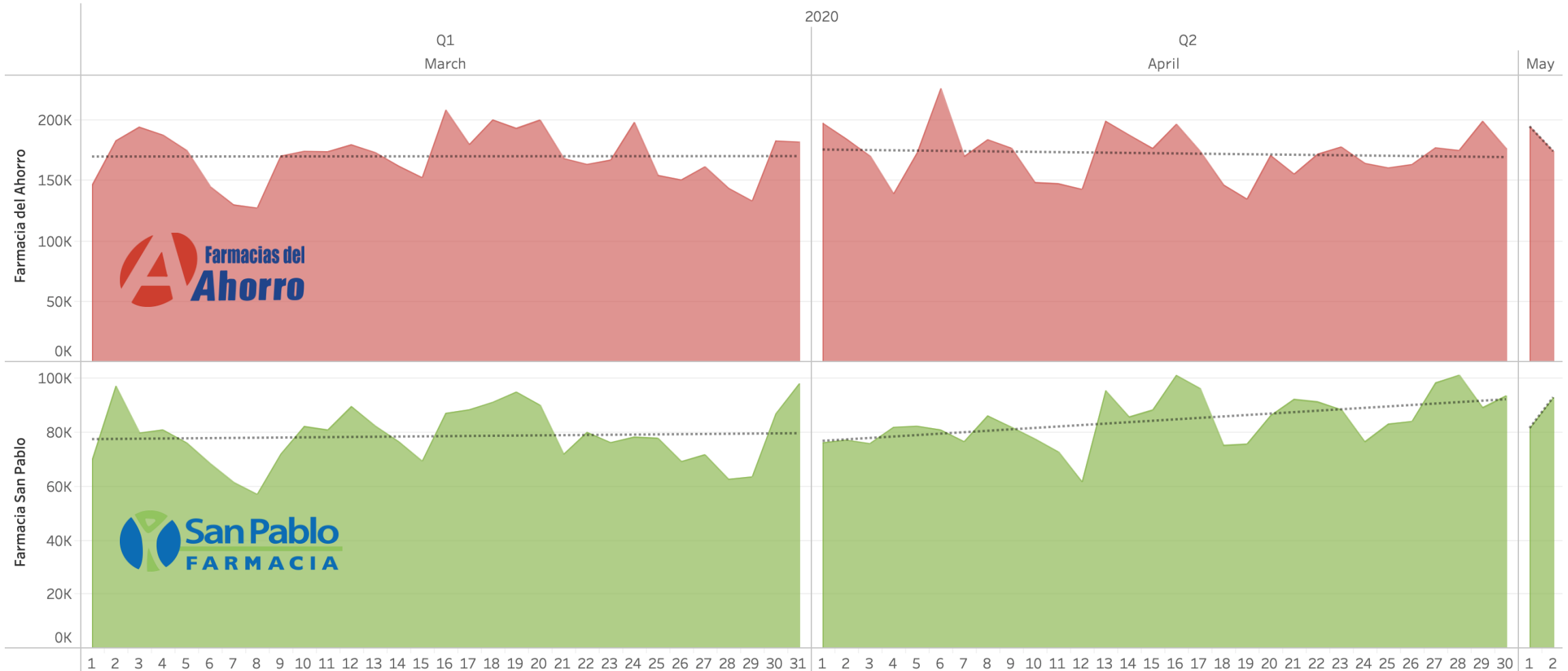
WWW.DIGITALCX.IMT.COM.MX

## Products/Services that Will Become More vs. Less Important to Internet Users in Mexico in Light of the Coronavirus Pandemic, March 2020

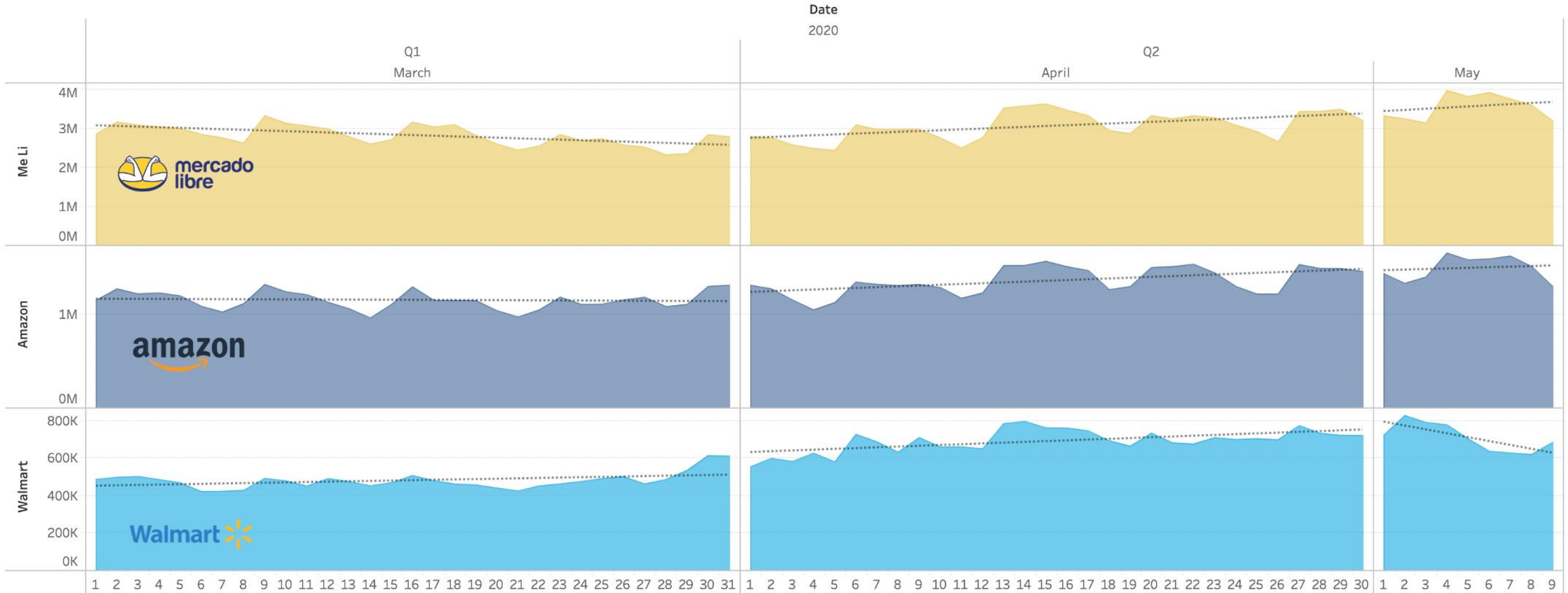
% of respondents



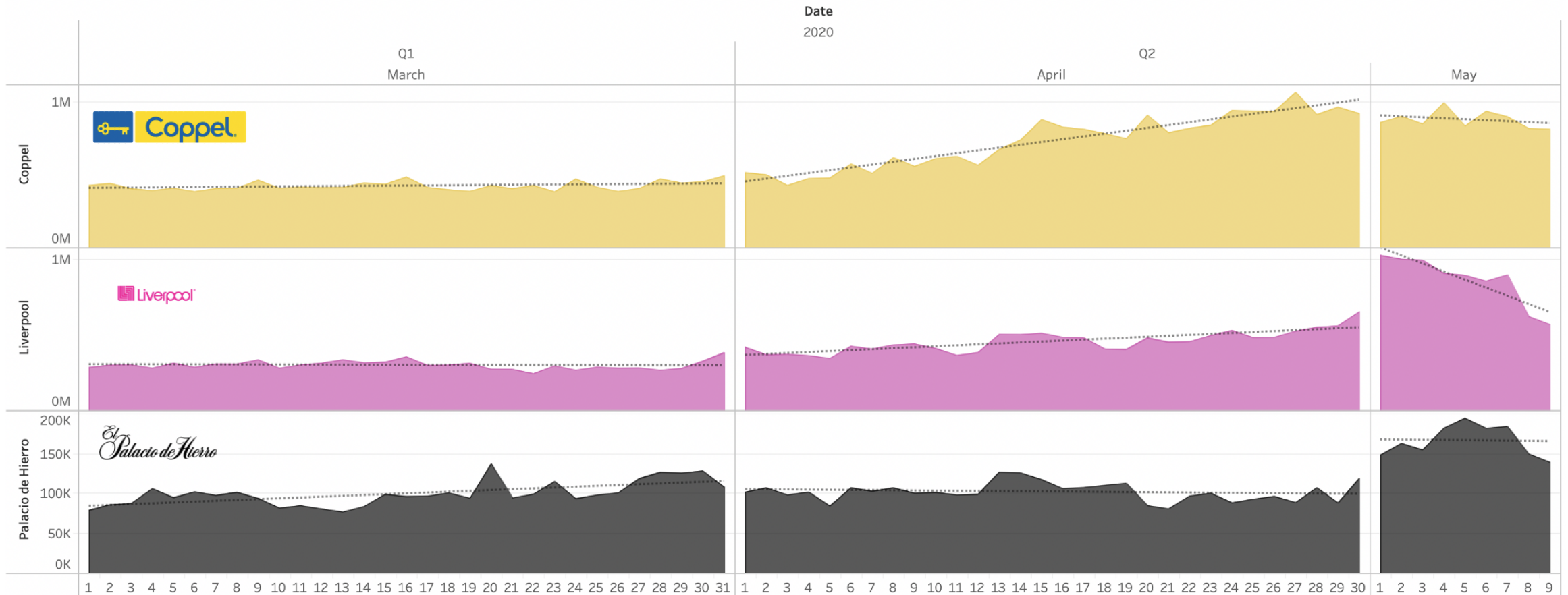
Note: n=467 ages 18+; numbers may not add up to 100% due to rounding  
 Source: DDB México and DDB Latina, "¿Cómo será el nuevo mexicano?"  
 April 23, 2020



## E-Retailers daily traffic evolution



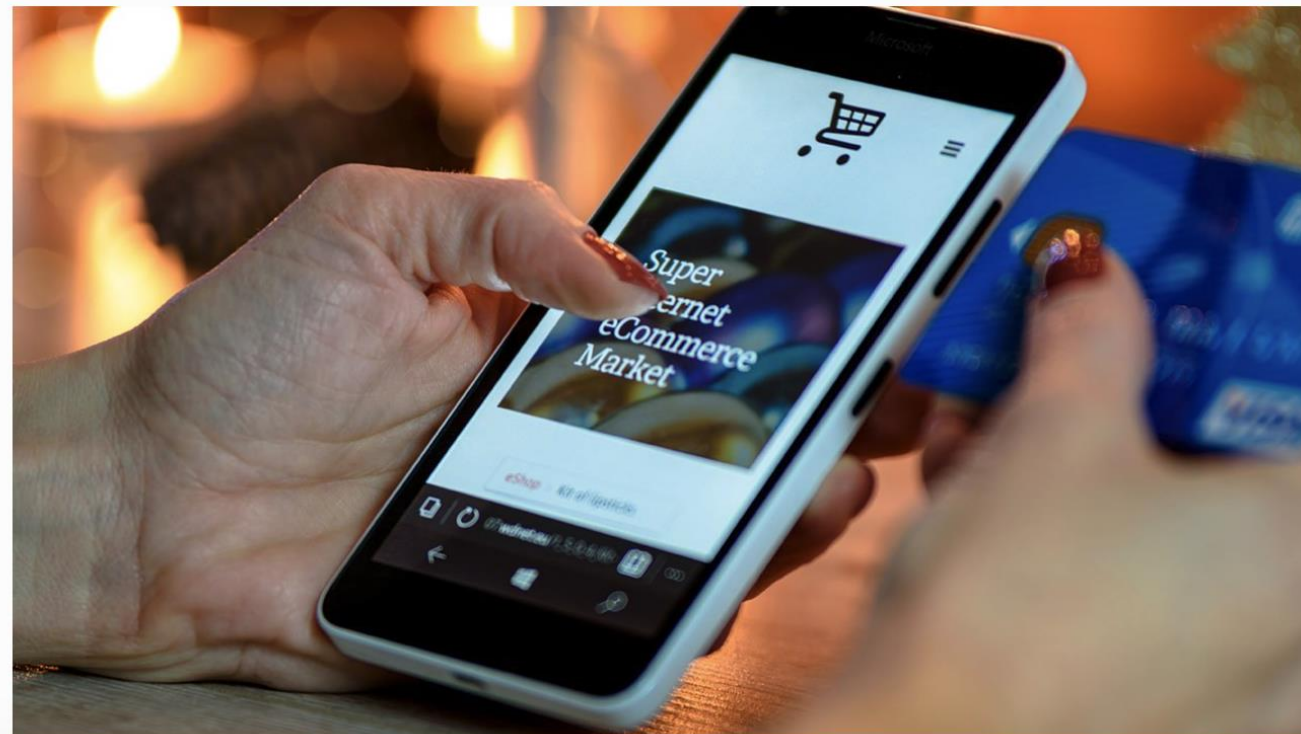
## E-Retailers daily traffic evolution





## La demanda de alimentos, muebles y electrodomésticos en internet crece por coronavirus

*Estudios de diversas consultoras y aplicaciones reflejan un cambio en los patrones de consumo de los mexicanos.*



## Most Important Things Brands Should Do in Light of the Coronavirus Pandemic According to Internet Users in Mexico, March 2020

% of respondents

**Commit themselves to improving the environment**

43%

**Stop thinking only about business and have a role in society**

41%

**Contribute to improving people's health**

31%

**Support the development of communities**

31%

**Offer more affordable prices**

29%

**Facilitate access to products and services through digital channels**

28%

**Offer better products and services**

23%

**Contribute to increasing levels of optimism and trust in society**

20%

**Support people in their daily life**

19%

**Support political and legislative changes in the countries**

16%

**Promote socialization and connections among people**

9%

**Other**

2%

Note: ages 18+; respondents chose their top 3

Source: DDB México and DDB Latina, "¿Cómo será el nuevo mexicano?"

April 23, 2020









Margherita

123300EL950028  
SALUD ES BELLEZA





¡Gracias!

Eduardo Garcés