

Covid-19 B2B Trend Report

April 2020

We are living in unprecedented times, with the dramatic impact of Covid-19 being felt around the world. One quarter of the world's population is now under lockdown, forcing change to customer behavior and accelerating digital transformation.

This is a time of uncertainty. On a macro level people are concerned about their economy, their jobs, and ultimately their health. Business verticals like Retail, Automotive and Travel & Tourism have been permanently impacted, and horizontal communications must be sensitively adapted to offer support and build trust.

But there is also real opportunity. Our B2B audiences are fully embracing remote working and rely on digital solutions for key business pillars, including technology, communication, finance, HR, and sales.

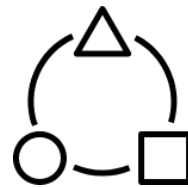
They have been driven online in historic numbers, finding digital watering holes to keep their lives and businesses moving forward. The internet is their first source of information, family communication, socialization, ecommerce and work. Never have the lines between personal and business mindsets been more blurred, and this change is here to stay.

Customer intent for B2B brands, products and services has surged due to the Coronavirus pandemic

There are 3 core themes that we are seeing emerge from this behavior



Benchstrength exists in the B2B market despite the pandemic



Covid-19 is pushing the Digital Transformation agenda



The line between “life” and “work” has never been more blurred

In this report, we explore these themes in more detail for the following B2B industries:

Technology

Pages: 5-29

Telecoms

Pages: 30-53

FinServ

Pages: 54-72

B2B Technology

Executive Summary



Benchmark strength exists in the B2B Tech market despite the pandemic

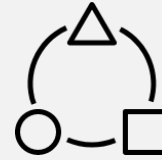
Search intent for our brand category is up 5% YoY

- AWS, IBM and Cisco leading the pack

Companies are still surging significantly on IT brands, across all company sizes

- Oracle, Dell & Adobe (53%)
- Suggests that content consumption is competitive, with Search providing a clearer picture of bottom funnel intent

76% of companies are surging on Virtual Meetings, with a highly competitive picture emerging between Zoom and WebEx



Covid-19 is pushing the Digital Transformation agenda

All B2B solutions are surging YoY, up 15% as a category

- “Virtual meetings” and “Digital Transformation” top topics

Digital Transformation is a key surging theme throughout the tech research

14% of Digital Transformation mentions online are now Covid-19 related, with positive stories emerging online

- Opportunity exists for brands to engage with business customers in this sphere

Tech companies around the world are contributing money and transformative technologies to beating Covid-19



The line between “life” and “work” has never been more blurred

In the realm of virtual meetings, Zoom is dominating intent from consumers and customers alike

- Mentions and discussion around the brand have humanized over the past 3 months
- As end users become more entrenched in their remote working lives, they are utilizing Zoom as both a business and personal brand (security concerns notwithstanding)










Digital Transformation intent is shifting from internal business priorities to a people driven future, as companies put their workforce first during Covid-19

Brand Category Analysis

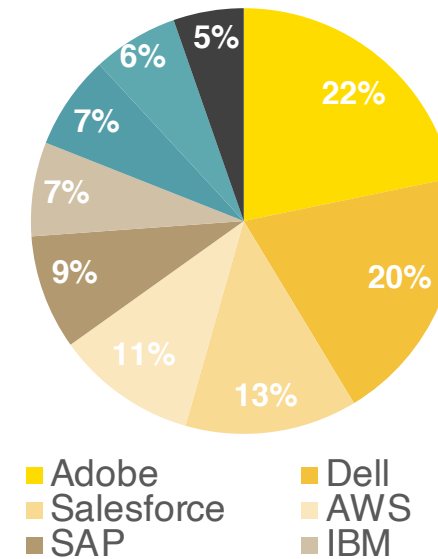
Competitive Set Chosen From Brandz Largest
Technology Brands in the World, 2019

Increased Demand For B2B Technology Brands YoY as the Coronavirus Progresses (+5% Category Increase)

% Growth in Google Brand Searches: Feb-Mar 2019 vs Feb-Mar 2020

BRAND	JAN	FEB	MAR	TOTAL INCREASE
	23%	23%	23%	23%
	22%	22%	22%	22%
	Flat	22%	11%	11%
	Flat	22%	Flat	7%
	Flat	22%	Flat	7%
	Flat	22%	Flat	7%
	Flat	Flat	11%	4%
	Flat	Flat	11%	4%
	-18%	Flat	Flat	-6%

Volume of Google Brand Searches: Feb-Mar 2020

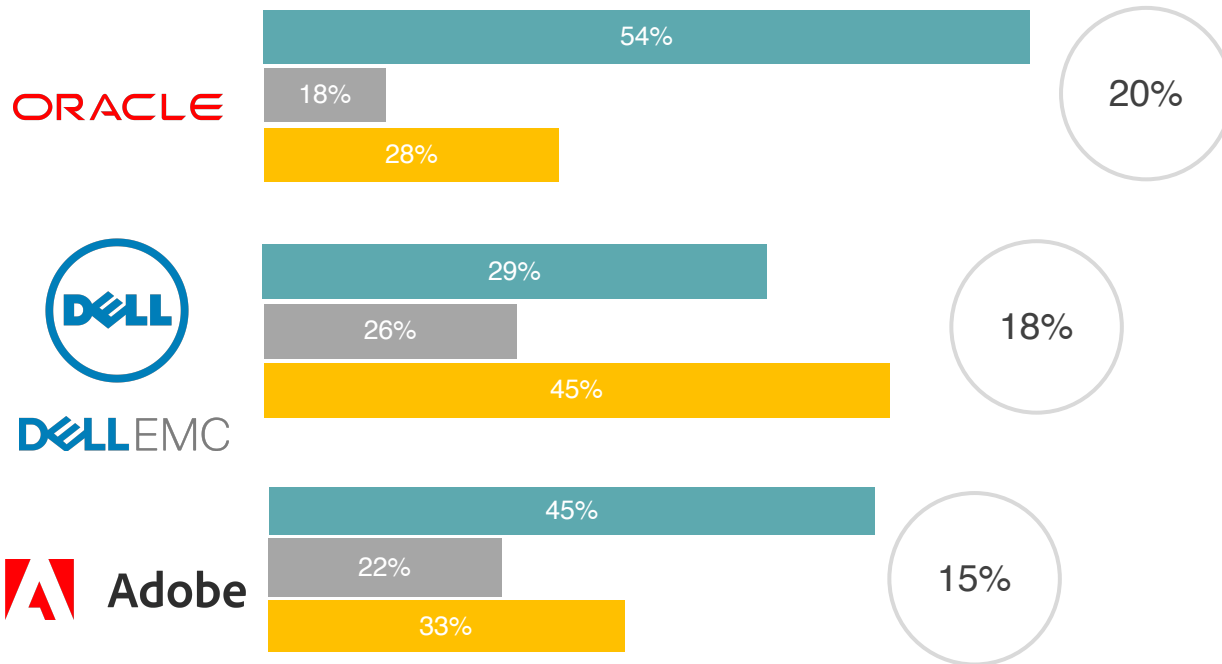


Companies who offer **diversified cloud services** are seeing their brands increasing in demand. AWS leads YoY growth and now has 11% of the category brand intent.

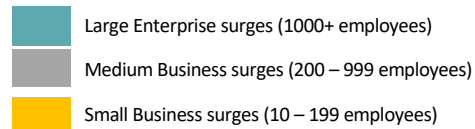
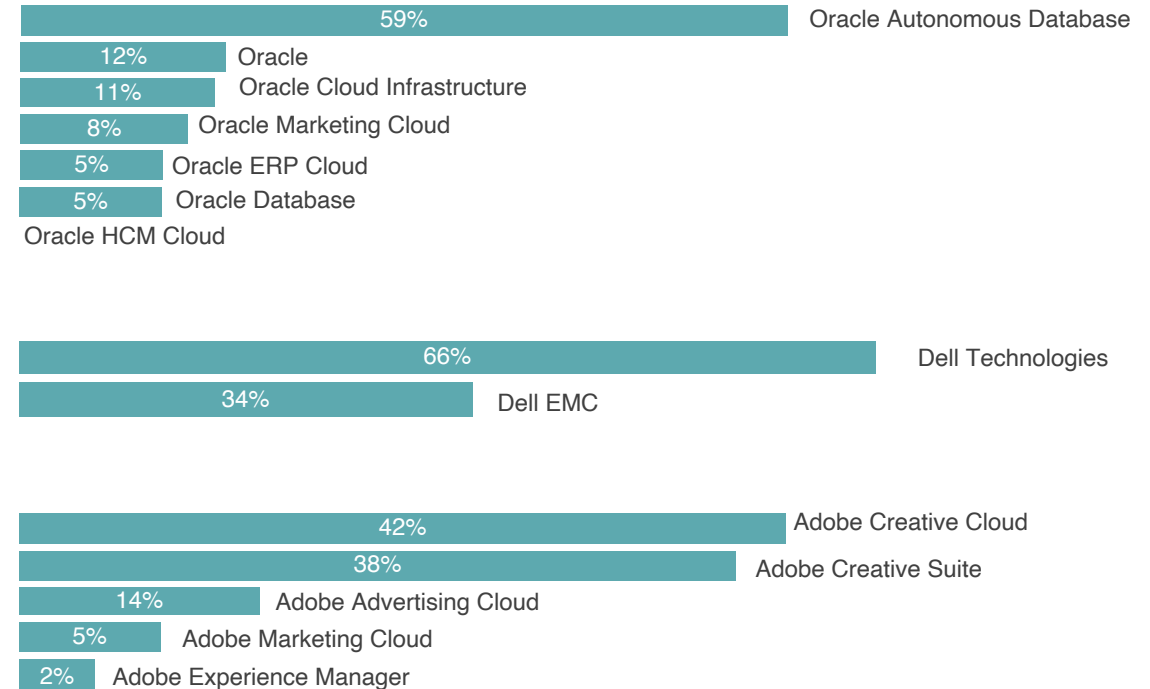
Source: Google. Please note that the rounding of the percentages here is a result of the same in the Google Keyword Planner platform.
Competitive set chosen from BrandZ largest technology brands in the world

Oracle, Dell and Adobe Have the Most Companies Surging on Digital Content in March

% Intent of Companies Surging, Broken Out by Company Size



Breakdown by Topic (Where Available)

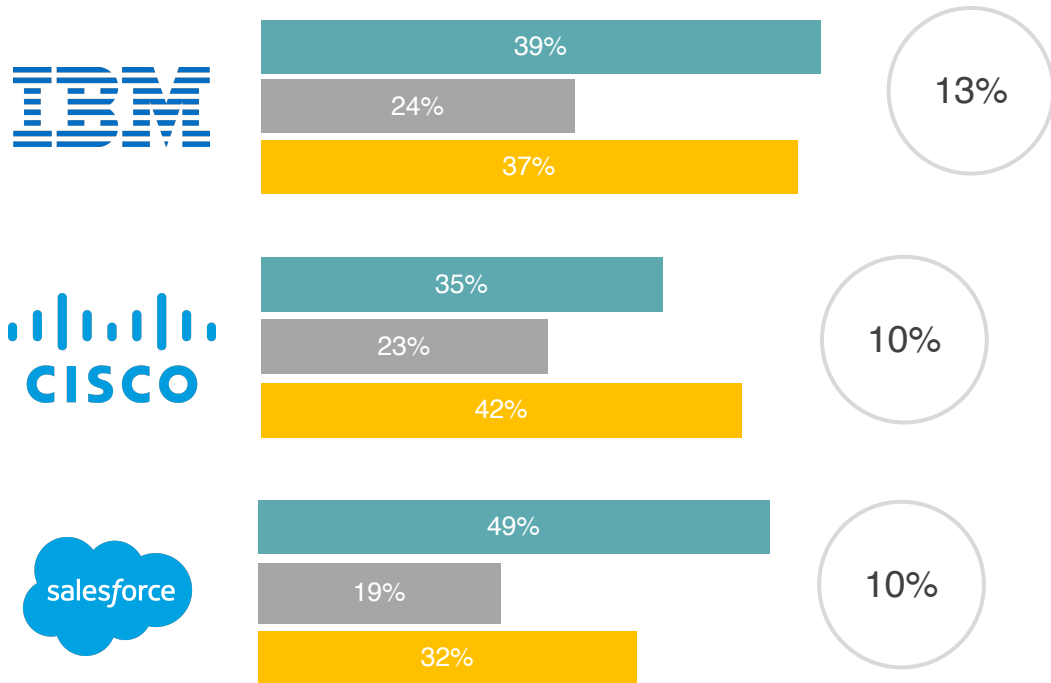


These topic surges are not just for product information. These are company employees consuming all kinds of news and owned content around the web

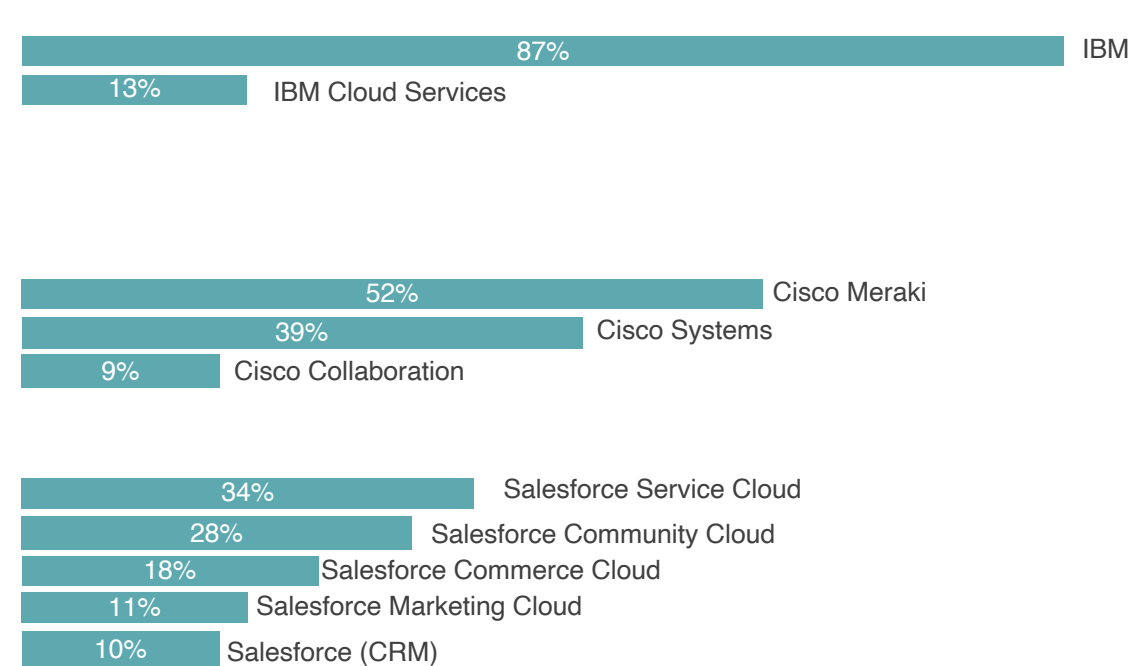
Source: Bombora Global company intent analysis March 31st, 2020
*Graphs not to scale

IBM, Cisco and Salesforce Have Similar Surge Profiles, With Cisco Leaning Slightly More Towards Small Business

% Intent Of Companies Surging, Broken Out by Company Size



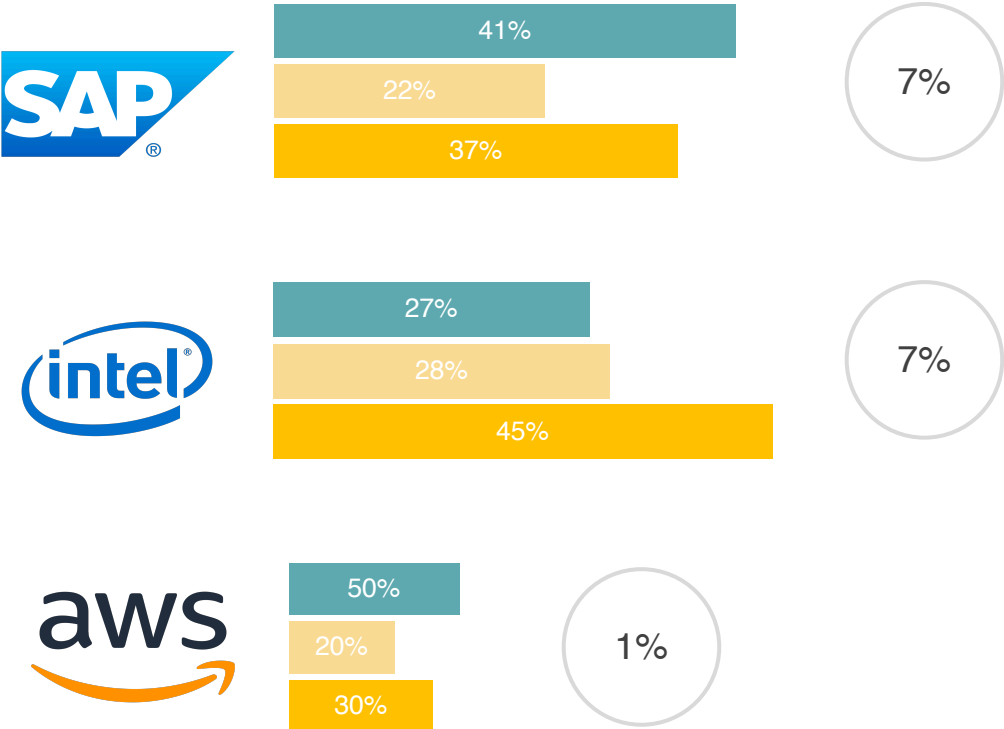
Breakdown by Topic (Where Available)



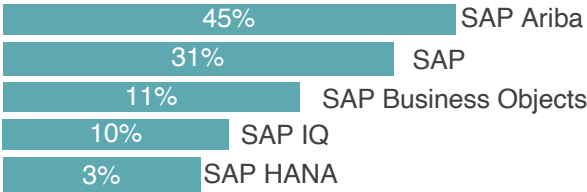
Source: Bombora Global company intent analysis March 31st, 2020
*Graphs not to scale

AWS is Showing the Lowest Surge Intent, However Would Be The Leader if “Amazon” Was Included

% Intent Of Companies Surging, Broken Out by Company Size



Breakdown by Topic (Where Available)



Not Available

AWS is the lowest surging brand topic for this report .
 If we included “Amazon” and “AWS” together then the combined topics would have **22% of overall share** and would be the leading brand for companies surging on related content online.
 This is indicative of the blended consumer and B2B nature of AWS in the minds of customers.

Source: Bombora Global company intent analysis March 31st, 2020
 *Graphs not to scale

Amazing Ways Tech Companies Are Helping in Times of Covid-19

Intel to donate millions to local nonprofits to fight COVID-19

Oracle Battles COVID-19 by Giving Researchers Gen 2 Cloud Infrastructure

Posted on [March 27, 2020](#) by [Bob Evans](#)

Scheme using spare CPU capacity to fight COVID-19 gains backing from UK resellers, Michael Dell and others

Michael Dell urges anyone with a PC to join the fight against COVID-19 by sharing unused compute power, while AV reseller Creative Technology's UK arm donates 21 media servers to the cause

Adobe Gives Free Creative Cloud Access to Students Amid Coronavirus Closures

IBM's Blockchain Will Support The MiPasa COVID-19 Data Project

AWS, IBM launch programs to encourage developers solving COVID-19 problems

TECH • CORONAVIRUS

Cisco commits \$225 million to battle coronavirus, leading tech's fight against the pandemic

IBM and The Weather Channel launch detailed local COVID-19 maps and data tracking

The Global Tech Industry is Contributing to the Covid-19 Effort



- Donating **\$225 million in cash and products** across key sectors on the front lines including health, education, government response, and critical technology.
 - Offering **free WebEx** to response efforts.
 - The Cisco Foundation has **fundraised \$5 million in grants** and matching funds to non-profits



For two weeks, gave **students** who only have on-campus access to Creative Cloud apps **free access** - available to higher education and K-12



- **\$20M in credits and technical support** to developers working on diagnostic tests for Covid-19
- Launched initiative that supports customers putting forth efforts to fight the virus
- Committing an initial investment of **\$20 million towards diagnostic research** and development of Covid-19.

The Global Tech Industry is Contributing to the Covid-19 Effort



- Offering up Qualtrics “Remote Work Pulse” to employers so they can gauge how well they are prepared to host a **remote workforce**
- **SAP Ariba Discovery** is helping to fix disruptions to the global supply chain by opening a forum for buyers and suppliers to connect



- Launched **Salesforce Care**, free services to multiple industries to help businesses adjust to remote work and connectivity
- Employees are working at a new lab in Berkeley, CA, to **run medical tests for Covid-19**. The project is overseen by Jennifer Doudna, who discovered the gene editing technology CRISPR



- Donating **\$4M to community foundations and organizations in Oregon**; will match up to \$2M in donations from employees to food banks, shelter, medical equipment, etc.
- Donating to other US states’ relief efforts, as well as to those in Costa Rica, India, Ireland, Israel, Malaysia, Mexico and Vietnam, and **donating PPE to hospitals**

The Global Tech Industry is Contributing to the Covid-19 Effort



- **Donated PPE** to local hospitals in China and **pledged \$3M to communities and organizations** on front lines of pandemic response
- Upgraded the IT infrastructure of the **Hubei Center for Disease Control and Prevention** to enable more efficient pandemic response
- Computing efforts are helping US and Hong Kong **track the path of the disease**
- Supporting **small businesses** in Texas



- Donates a “**Covid-19 therapeutic learning system**” that can speed up the development of treatment
 - Battles Covid-19 by giving researchers **Gen 2 cloud infrastructure**

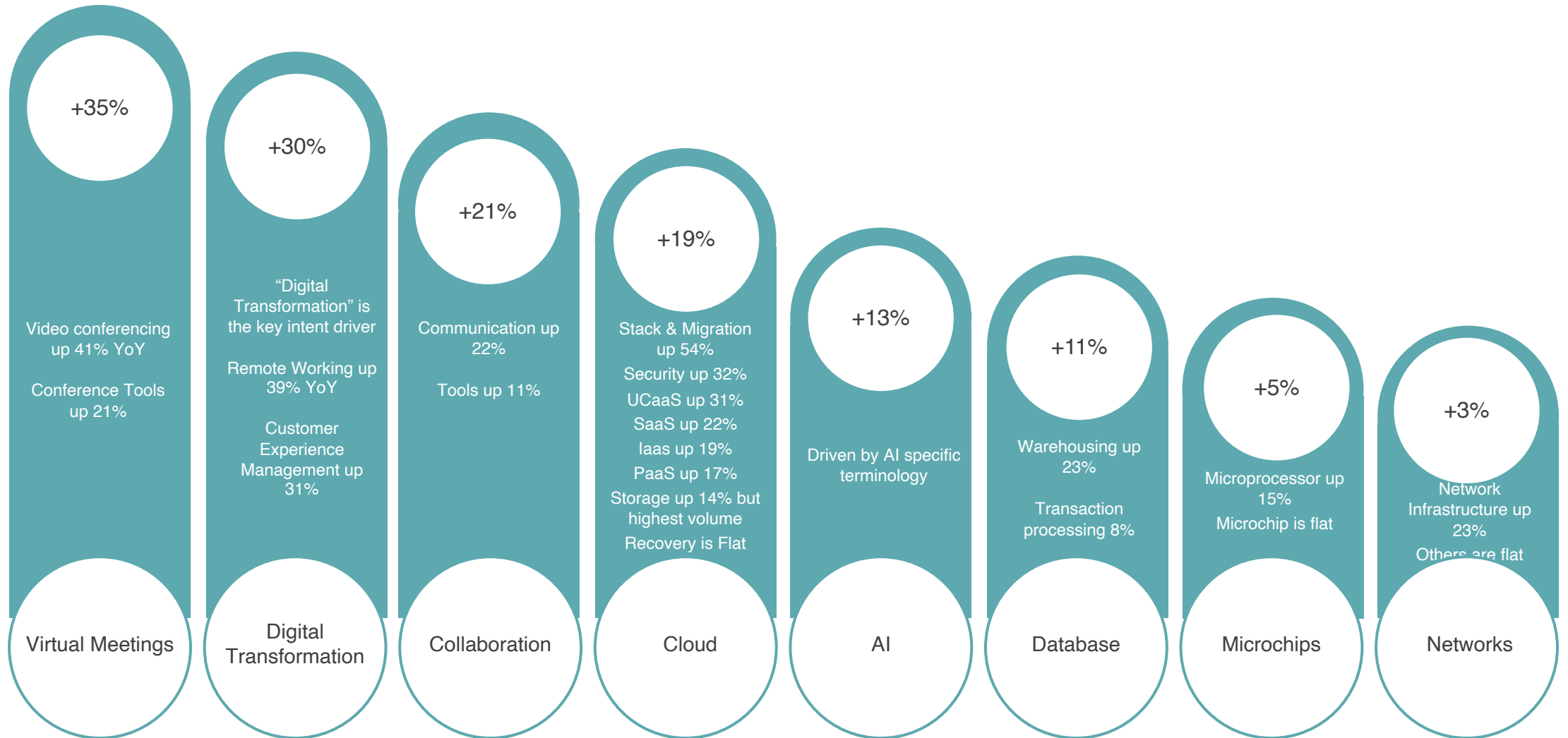


- **IBM's** Blockchain Platform will support the MiPasa Project, which is synthesizing data surrounding Covid-19 for public health officials
 - 2020 Call for Code Global Challenge will include solving problems created by the pandemic in addition to helping to solve climate change
- Working with the Weather Channel to **track the path of the disease** across the globe

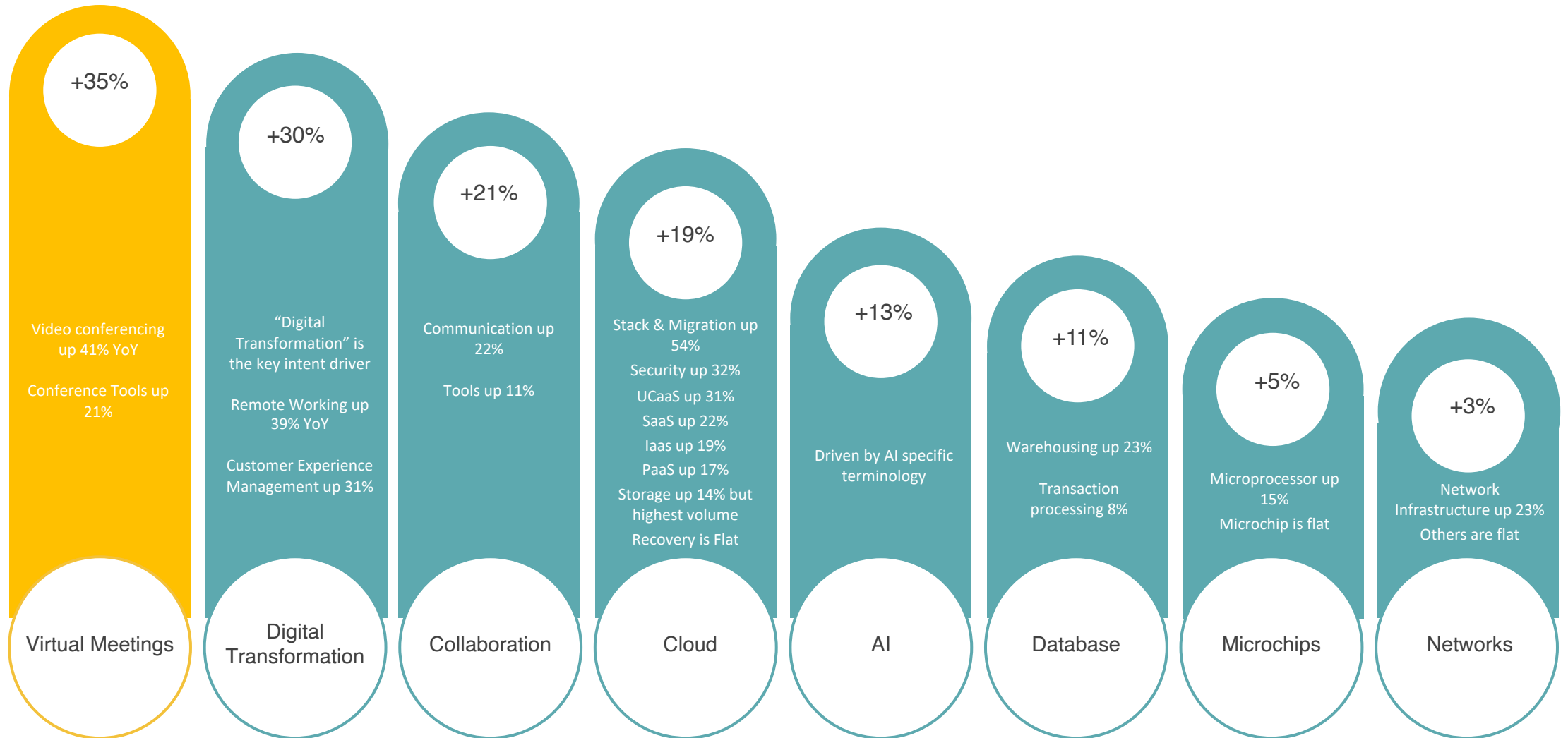
Solutions Analysis

Solution Set Chosen by Profiling Solutions Provided
by The Brands in the Brand Category Analysis

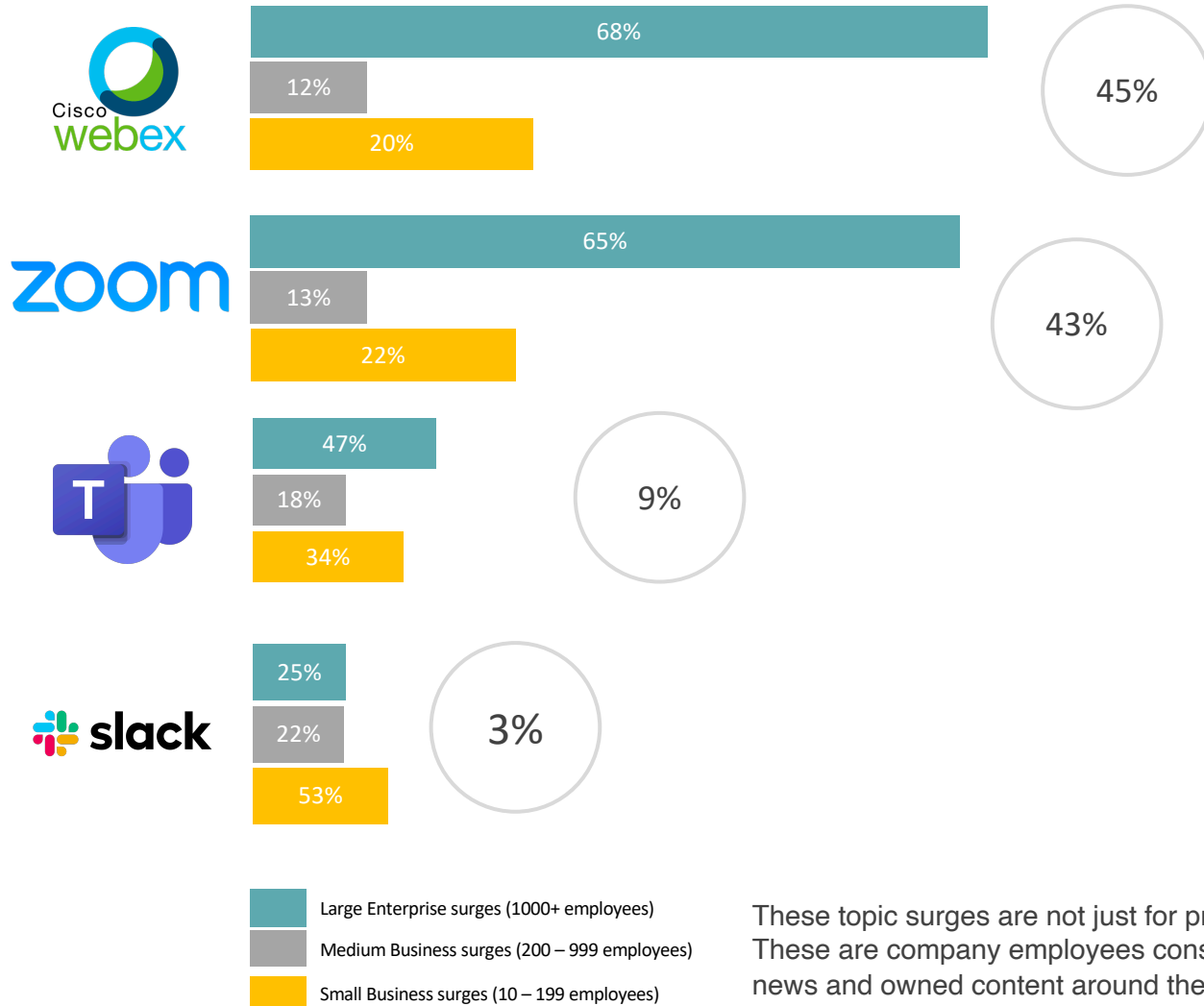
B2B Technology Solutions Seeing Increased Intent YoY (+15%), With Expected High Levels of Interest Around Remote Working, Video Conferencing and Collaboration



B2B Technology Solutions Seeing Increased Intent YoY (+15%), With Expected High Levels of Interest Around Remote Working, Video Conferencing and Collaboration



76% of Companies Are Surging on Virtual Meeting Related Topics, the Majority on Webex and Zoom



These topic surges are not just for product information. These are company employees consuming all kinds of news and owned content around the web

- Companies are predominately surging on WebEx and Zoom, with a skew to Large Enterprise.
- Slack has a larger proportional interest from SMB.

Webex and Zoom Share 14 of the Top 18 Surging Accounts (in Blue Below)



- Atlassian Corp
- Bloomberg
- Twitter
- TIBCO Software
- Metso Corp
- Sony Corp
- Wayfair
- Iress Ltd
- Avid Technology
- 24Shells
- R/GA
- Blue Shield Technologies
- By Design LLC
- Deluxe Entertainment Serv. Group
- Future PLC
- Red Bull

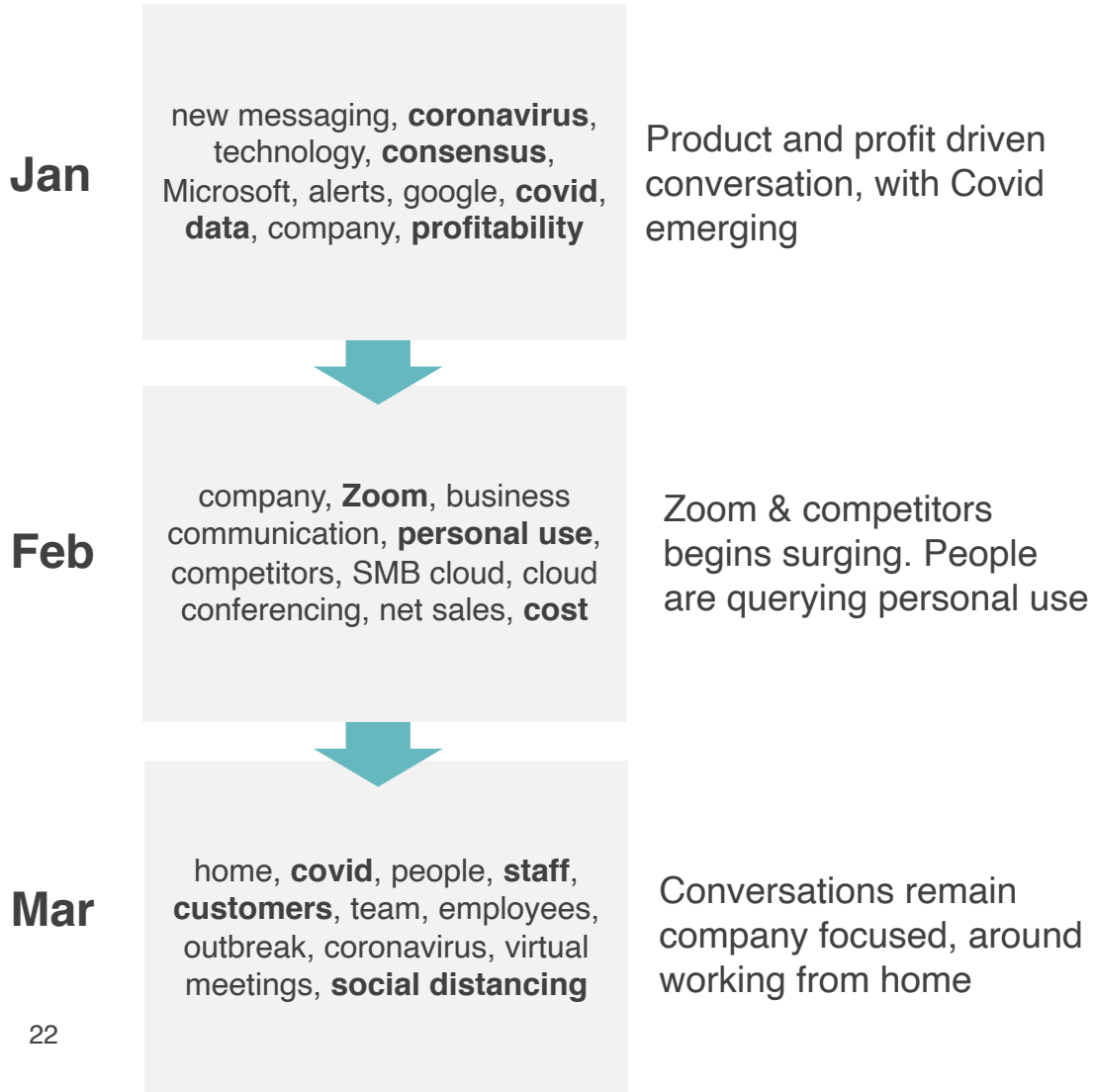
- **Electricite de France**
- CSC
- Netskope
- SAP SE
- **IBM**
- BP Plc
- Capgemini SE
- SITA
- Jefferey Thomas Hayden Foundation
- Superloop Ltd
- IWG Plc
- Compagnie Generale des Etablissements Michelin
- Market Traders Institute
- CBRE Group Inc.
- OMNOVA Solutions
- **Essensys Ltd**

- **Microsoft**
- **IBM**
- **US Army**
- **Dept. Veteran Affairs**
- **Lockheed Martin**
- **Electricite de France**
- **Bank of America**
- **State Farm Insurance**
- **USPS**
- **Wal-Mart Stores**
- **TD Ameritrade**
- **US Navy**
- EMC
- **Wells Fargo**
- **FedEx Corp**
- Deloitte
- Essensys LTD
- CSC

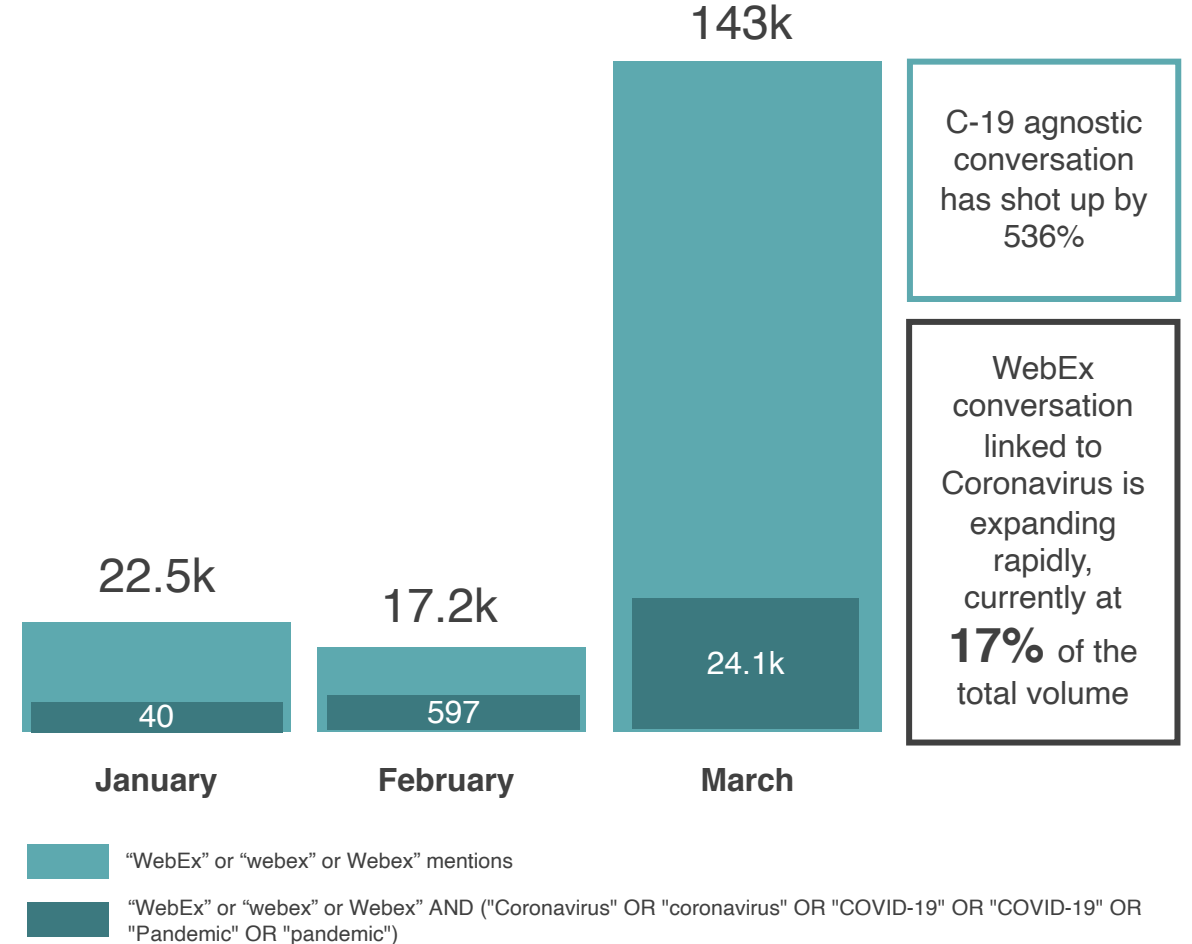
- F3 Solutions
- **Microsoft**
- **Wells Fargo**
- **US Army**
- **USPS**
- **Lockheed Martin**
- **IBM**
- US Air Force
- **Dept Veteran Affairs**
- **State Farm Insurance**
- **Wal-Mart Stores**
- **Electricite de France**
- **Bank of America**
- **US Navy**
- **FedEx Corp**
- **TD Ameritrade**
- State of Texas
- Keller Williams Realty

Webex Conversations Online Have Increased **642%** From January to March 2020

Top Related Keywords



17% of WebEx conversation online is now related to Coronavirus



Source: Meltwater global research April 2020* Graphs not to scale

Zoom Dominates Online Conversation, With 5.4 Million Mentions vs. 167k for WebEx

Top Related Keywords

Jan

coronavirus, Wuhan, china, people, **sweethearts**, **family**, lockdown, video, quarantine, game, Sydney, **Kobe Bryant**

Mentions are more human vs. business driven, Coronavirus featuring heavily

Feb

San Francisco, **coronavirus**, company, video, working **conferencing**, photos, investors, market, **family**, **social distancing**

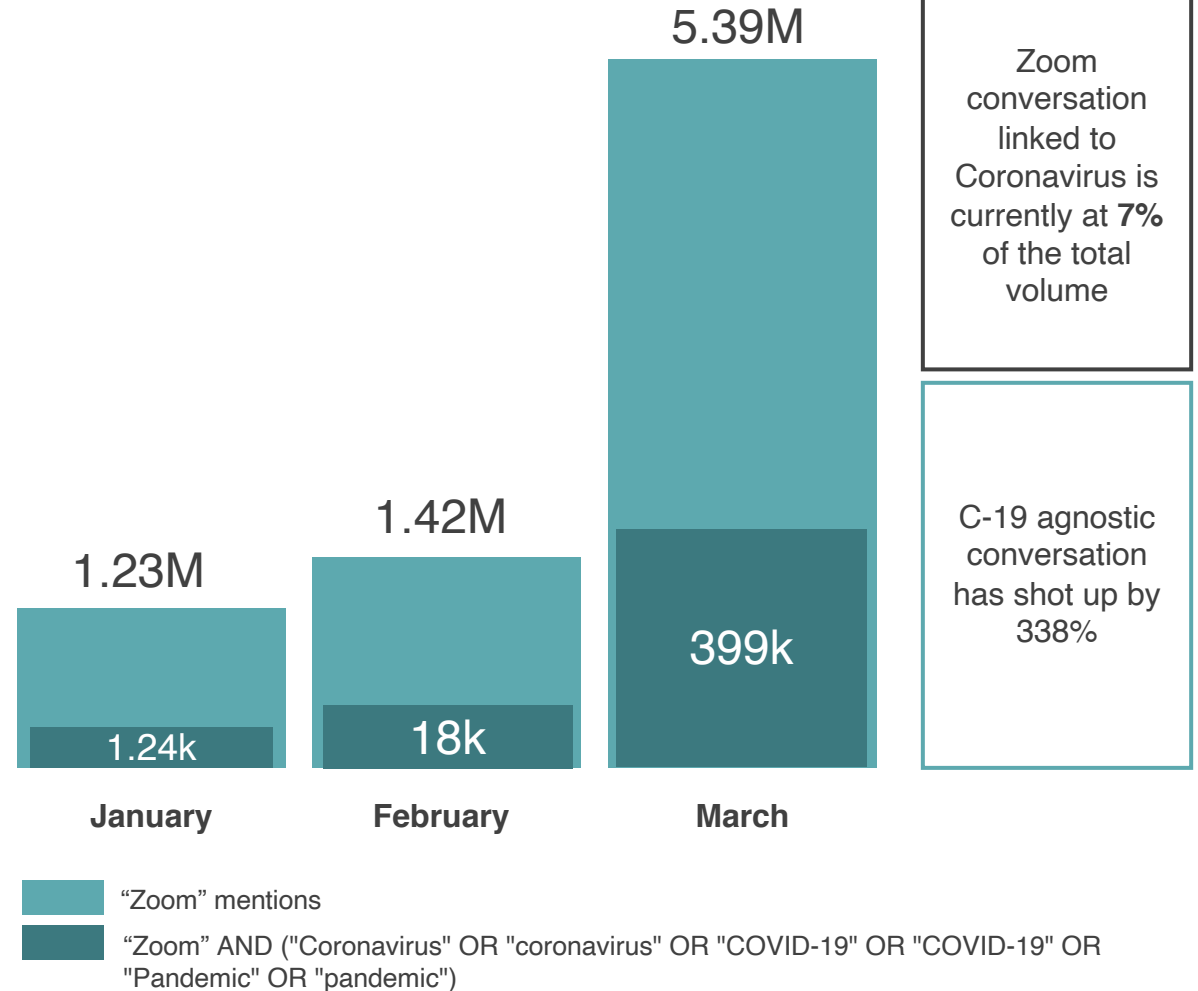
Home working and family mentions are mixed with company and investors

Mar

home, virus, person, crisis, video, **children**, **friends**, coronavirus, employees, **family**, **university**, world, **community**, commitment, **people**

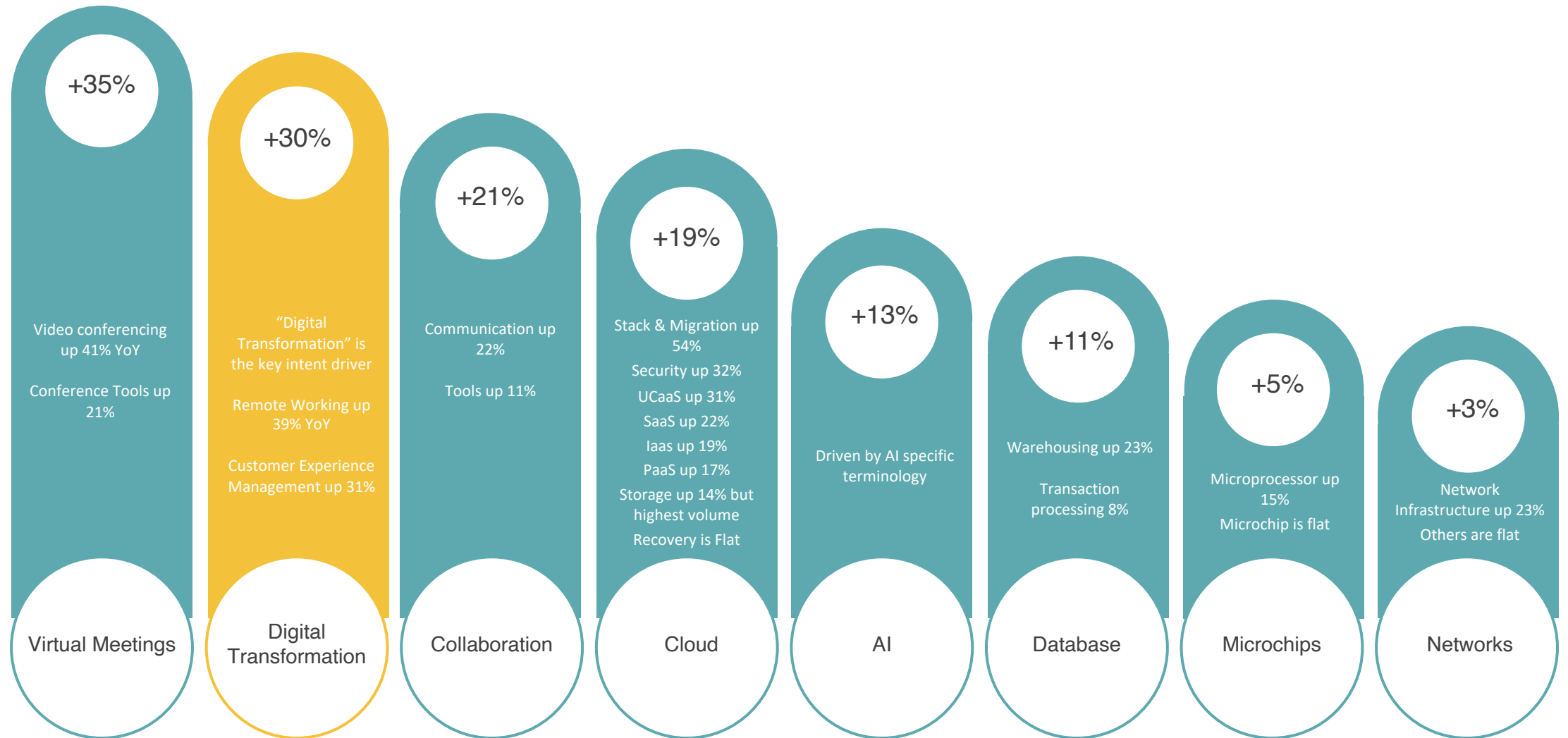
Reverts to human driven mentions across friends and family

7% of Zoom conversation online is now related to Coronavirus

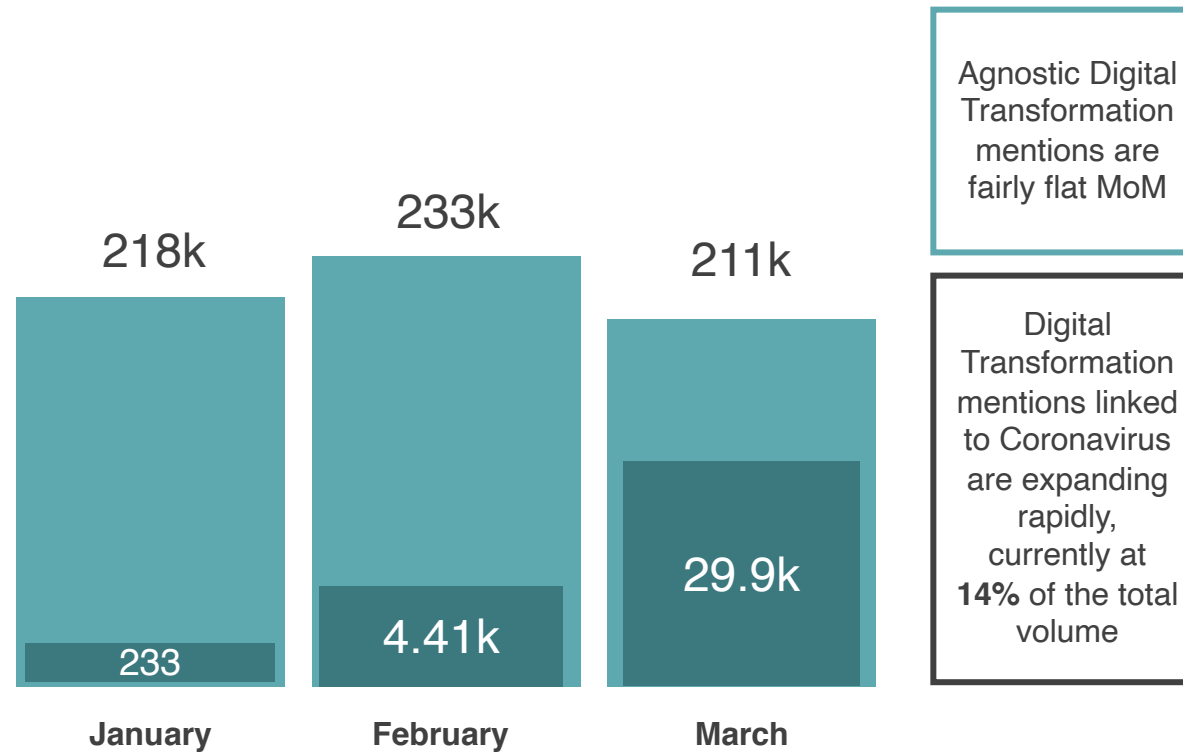


Source: Meltwater global research April 2020* Graphs not to scale

Digital Transformation is Demonstrating a Significant Surge In Global Intent, as Businesses Accelerate into a New Normal



Digital Transformation Mentions Online Remain Steady, With Covid-19 Now Accounting For 14% Of The Volume

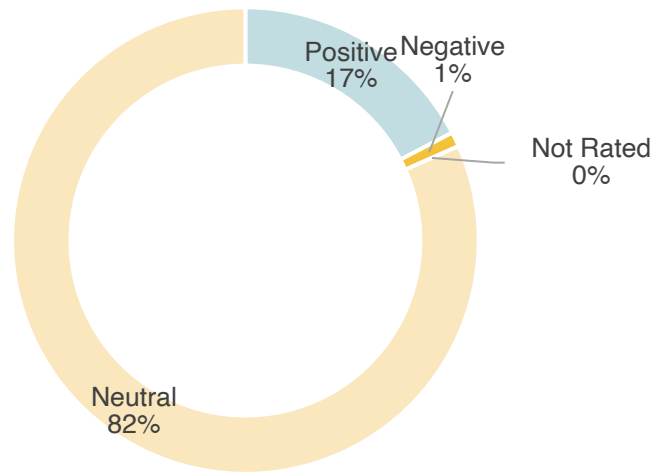


“Digital Transformation” mentions
“Digital Transformation” AND (“Covid-19” OR “COVID-19” OR “Coronavirus” OR “Pandemic” or “pandemic”) mentions

Digital Transformation is Shifting Intent From Internal Business Priorities to a People-Driven Future



Digital Sentiment Around Digital Transformation + Covid-19 is Predominately Fact-driven and Neutral, With Positive Stories Emerging



■ Positive ■ Negative ■ Not Rated ■ Neutral

Source: Meltwater 2020: "Digital Transformation" + "Covid-19" + "Coronavirus" sentiment

BFM Head of Technology, Dan Drapeau, discusses the role of **digital transformation** during the **COVID-19** pandemic. Keep reading to learn why **digital transformation** initiatives are a growing concern for companies around the world.
t.co/xAJFdwfWxi

digital transformation, COVID-19

5.26k Reach 1 Engagement

Finfeed.com • Trevor Hoey
 AU | Mar 24 • 11:50 PM

HeraMed's telehealth solutions address self-isolation needs
 we had already commenced discussions with. "The outbreak of **COVID-19** has not only exponentially progressed many of these..."

Task Based pregnancy planner | Self monitoring dashboard | 24/7 midwife consultancy

COVID-19, digital transformation

Business Insider @businessinsider

The CIO of a major health nonprofit explains how its digital transformation helped prepare it for the coronavirus pandemic

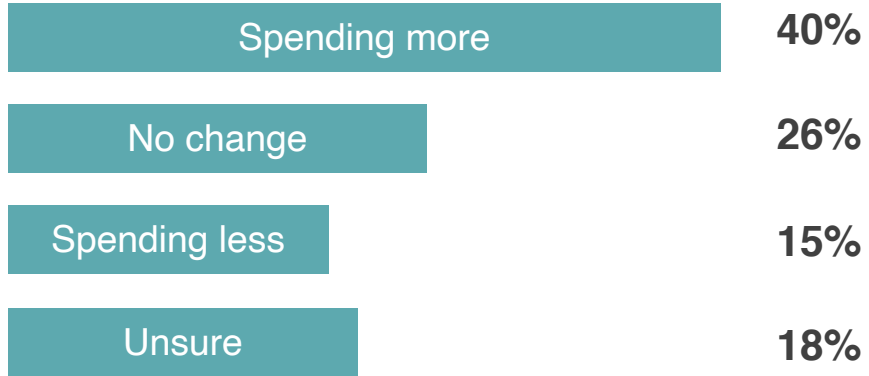
How a hospital chain's use of chat bots to speed up urgent care highlights the... Providence St. Joseph Health is using a chat bot to field questions from patients and keep hospitals free for the most severe coronavirus cases.
businessinsider.com

1:08 pm · 12 Mar 2020 · [Business Insider Login](#)

The Current Crisis is Pushing Businesses to Assess Their IT Spending Strategies

Businesses Expect Covid-19 to be a Business Trigger for Increased IT Spending in the Future

TrustRadius survey to software buyers



- 17% need additional hardware
- 11% need more software or licenses
- 10% need to invest in training
- 7% need more internet bandwidth
- 6% need better remote support tools
- 4% need additional cloud services

Spiceworks survey to IT Professionals



Only 14% of companies stated that they were prepared for a global pandemic prior to Covid-19. Feedback suggests that the virus has pushed IT concerns to the top of the business agenda, receiving backing from C-Level directors

Sources:

TrustRadius - Data collected from 1688 respondents from 3/18-3/19 by email survey to TrustRadius database of software buyers and users

Spiceworks: Survey to 400+ IT professionals in late March how COVID-19 will affect tech spending for the rest of the year, even during this economic downturn

B2B Telecom

Executive Summary

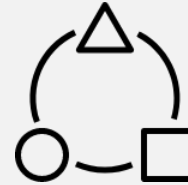


Benchstrength exists in the B2B Telecom market despite the pandemic

Solid intent growth YoY for EE, Sprint, T-Mobile, AT&T, Verizon and CenturyLink

Companies of all sizes are still surging on digital content across the competitor set, with the majority of the share of voice claimed by T-Mobile, Vodafone and Verizon (70%)

Limited overlap between accounts surging across brands, suggesting that accounts consider the brands to have differentiated offerings across the markets



Covid-19 is pushing the Digital Transformation agenda

Companies are showing sky-high intent around video conferencing, particularly WebEx and Zoom

- If WebEx, Zoom, MSFT Teams and Slack are compared to the Telecoms competitor set as a group, they would take 91% SOV on competitor surges

5G is surging as a critical topic for businesses (+102% increase)

- Verizon, AT&T and T-Mobile being the companies most associated
- Covid-19 is now associated with 10% of all mentions



The line between “life” and “work” has never been more blurred

Business mobility is top of mind

- Terminology around business mobility has become more blurred with consumer language. BM mentions are almost non-existent, where remote working has increased by 1471% over the timeframe
- Companies are 782% more likely to surge on Remote Working content than Business Mobility

5G mentions related to business terminology are dropping (-33%), as 5G intent overall increases, suggesting a move to consumer driven language

- Sentiment is more fact-driven for the low business intent, however opportunity exists in a predominantly positive environment for 5G overall

Brand Category Analysis

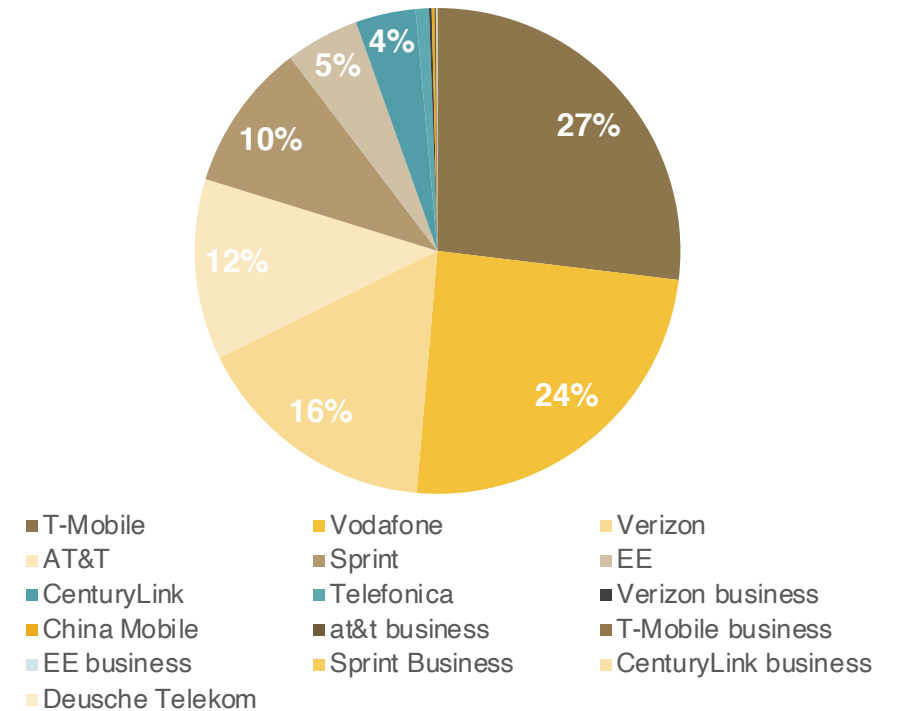
Competitive Set Chosen From a List of the Largest Telecoms Companies in the World

There Is Decreased Demand for Some Telecom Brands YoY as the Coronavirus Progresses (-3% Category Decrease)

% Growth in Google Brand Searches: Feb-Mar 2019 vs Feb-Mar 2020

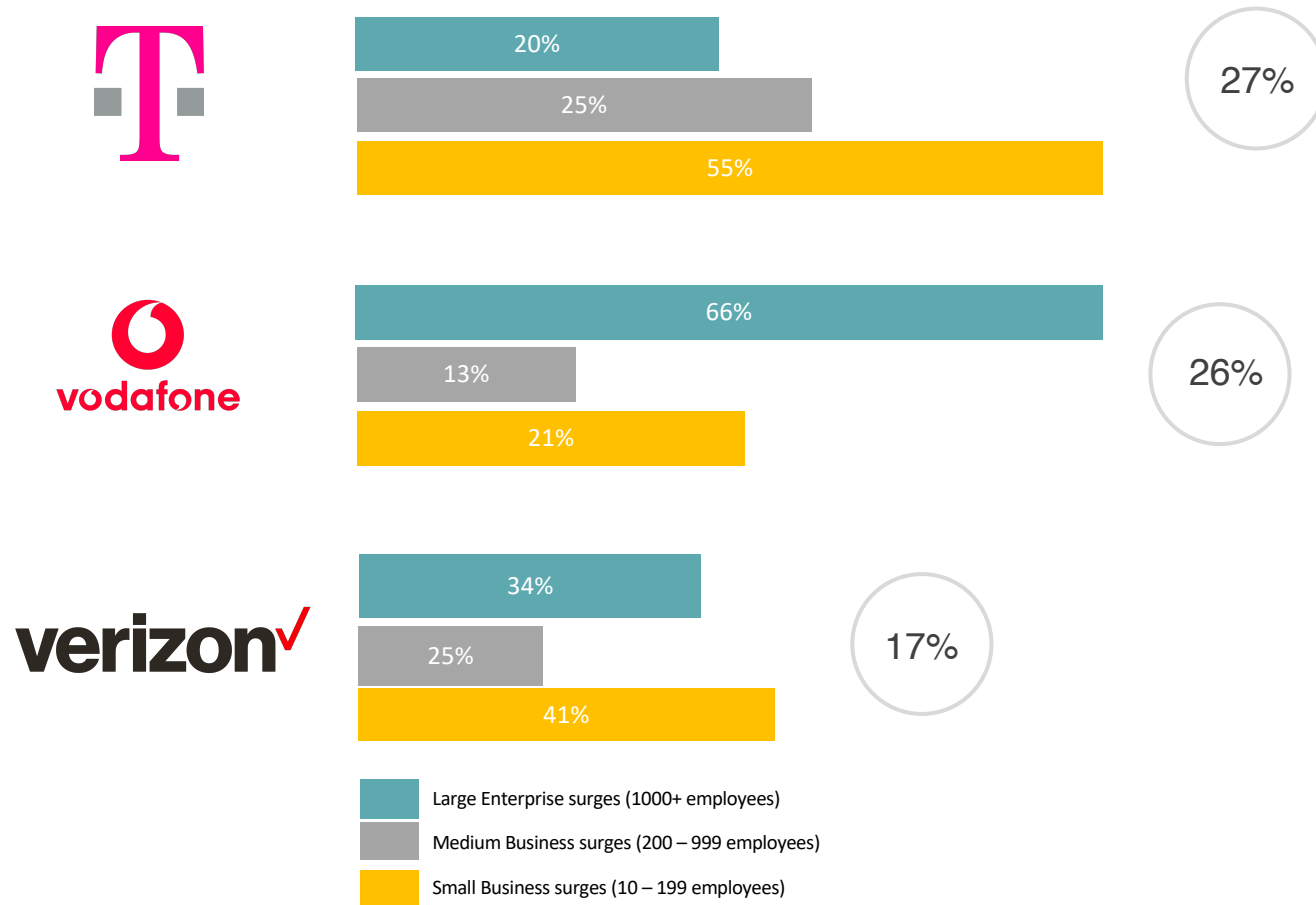
BRAND	JAN	FEB	MAR	TOTAL INCREASE
EE Business	22%	Flat	11%	11%
Sprint	Flat	22%	Flat	7%
T-MOBILE FOR BUSINESS	Flat	22%	Flat	7%
AT&T Business	Flat	22%	Flat	7%
AT&T	Flat	22%	Flat	7%
verizon	22%	Flat	-9%	4%
CenturyLink®	Flat	Flat	11%	4%
CenturyLink® Business	Flat	Flat	Flat	Flat
T-Mobile®	Flat	Flat	Flat	Flat
Sprint Business	Flat	Flat	-9%	-3%
verizon business	Flat	Flat	-9%	-3%
中国移动 China Mobile	-18%	Flat	-18%	-12%
Deutsche Telekom	-18%	Flat	-18%	-12%
Deutsche Telekom	-32%	Flat	-6%	-13%
vodafone	-18%	-18%	-9%	-15%
Telefonica	-18%	-18%	-18%	-18%

Volume of Google Brand Searches: Feb-Mar 2020



Sprint and T-Mobile are seeing high increases, likely due to news around the merger

Companies Continue to Surge on Telecom Brands, the Majority on T-Mobile and Vodafone

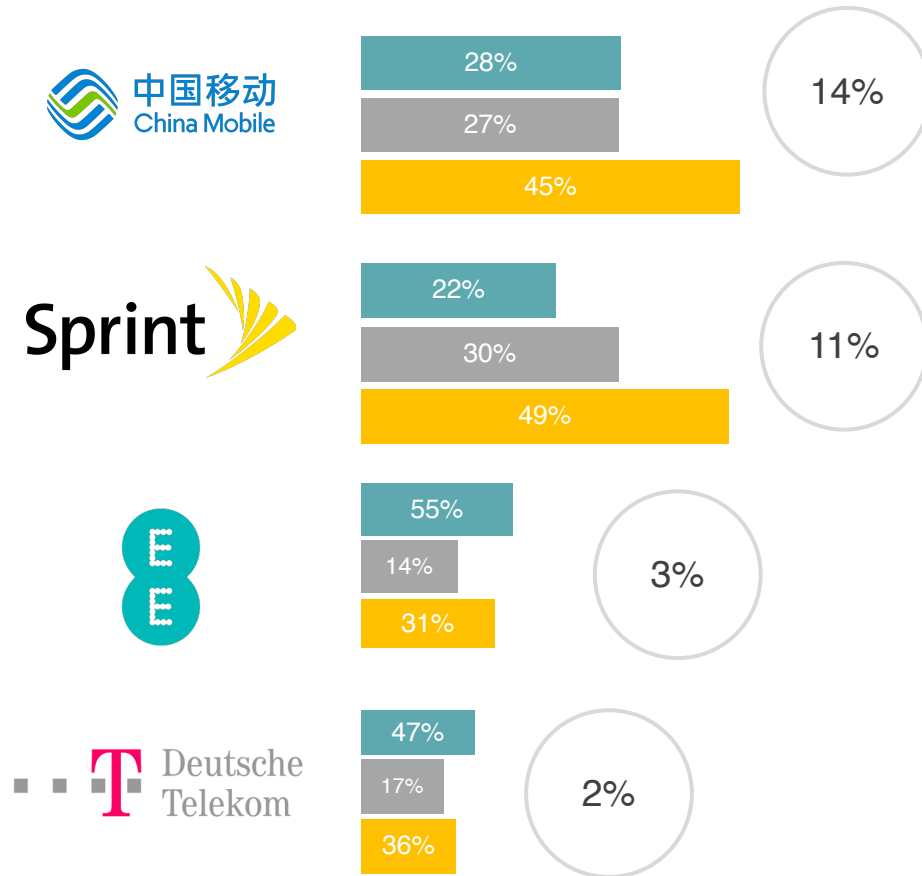


T-Mobile skews more heavily to SMBs, while Vodafone skews more to Large Enterprise.

These topic surges are not just for product information. These are company employees consuming all kinds of news and owned content around the web.

Source: Bombora Global company intent analysis March 31st, 2020
 *Graph not to scale

Companies Are Surging Less on EE and Deutsche Telekom Content, Due to the Smaller Size of Their Market Coverage



EE is predominately UK, Deutsche Telekom is DE, and China Mobile is Chinese.

Source: Bombora Global company intent analysis March 31st, 2020
 *Graph not to scale

There is Limited Overlap Between Accounts Surging on T-Mobile, Sprint, China Mobile and Vodafone Due to Offerings and Region



- UBS Group
- HSBC Holdings
- Quad/Graphics
- Black Oak Computer
- Winston-Salem County Schools
- APTRTUDE
- British Counsel (BIRAX)
- Panasonic Corp
- Russmedia
- Servcorp
- Lee Memorial Health System
- My Republic
- Oakland Schools
- Barclays Global Investors

- Parker Systems
- County of Harris
- MITI Technology Limited
- State of Minnesota
- Marcus Theatres Corp
- Mobile Nation
- Air Canada
- Apsis Communications
- BDO Canada
- Floyd Healthcare Management
- Rankin School of the Narrows
- Williams Hart Union High School
- Boulder County
- College Notre Dame

- Capital Area Intermediate Unit
- Infosys
- Tata Consultancy Services
- Nielsen Holdings
- Credit Suisse Group
- Holiday Inn
- Mentor Graphics Corp
- Stephens Inc.
- Unitas Global
- AK Steel Holding Corp
- Black Knight Fin. Serv
- Colorado Springs School District
- Duff and Phelps Corp
- Edgewell Personal Care

- Electricite de France
- Microsoft
- Essensys
- Fidelity Investments
- Inflight Productions
- Netskope
- CSC
- IBM
- IWG Plc.
- Chlorine Institute
- Dow Jones and Co
- Ceridian HCM Holding
- EMC
- Royal Dutch Shell
- SAP SE
- Jefferey Thomas Hayden Foundation
- Boeing Company

Amazing Ways Telecom Companies Are Helping in Times of the Covid-19 Crisis

Español | Business | Stores

Our Priority Is Keeping Our Customers, Employees And Communities Safe

Learn how we're responding to COVID-19.

What We're Doing

We're committed to the well-being of our customers and employees. At a time when social distancing plays a critical role in slowing the spread of COVID-19, our digital and support services are ready to help when you need it most.

AT&T Business Retweeted

AT&T News @ATTNEWS · 3h

Today, we are proud to announce an @ATTBusiness collaboration with @VitalTechInno to offer 60 days of free telehealth services to business customers like hospitals to support their physicians and their patients. Learn more: go.att.com/vitaltech

GIF

Vodafone Business Retweeted

Vodafone Group @VodafoneGroup · 8h

Even when we can't be close, we can #StayConnected.

@VodafoneIT's new ad was made entirely from home and shares their support of the Italian #RedCross. Today, connectivity is more important than ever. Whether you're studying, working or playing, our networks are here to help you

Relax together

Pinned Tweet

AT&T Business @ATTBusiness · 21h

We're committed to keeping you connected, so you can continue to serve, care for, provide for, and inspire.

Learn more: go.att.com/BizContinuity

That's why working together is more important than ever.

The Telecom Industry is Contributing to the Covid-19 Effort



- T-Mobile **dropped prices on plans** on the 23rd of March in an effort to support those impacted by COVID
- Offering **free international calls** to level-3 countries impacted by the pandemic



- Supporting first responders by offering public safety agencies free smartphones for life
- AT&T's content is consistently centered around **support for frontline workers**; they have offered 60 days free of telehealth services.
- **Suspended penalties** for accounts that cannot pay



- Verizon partnering with #smallbiz and Dave Matthews Band in support of SMBs through **#PayitforwardLive effort**, donating \$10 for every tweet using the hashtag (up to \$2.5M)
- Verizon donated \$5M to **CDC's response fund** for Covid-19
- Pledging to **accelerate their transition to 5G**

The Telecom Industry is Contributing to the Covid-19 Effort



- Customers with metered data plans will receive **unlimited data** and extra 20 gigabytes of **mobile hotspot** for 60 days
- T-Mobile, Sprint's merger partner, will **expand roaming access** to Sprint customers
- Developed a **regularly updated microsite** that all online content drives to for Covid-19 tracking



- Taken working from home literally and created **new content from home videos** shared from their team; producing their latest commercial this way.
- Offering extra services to **low income customers** to keep services live

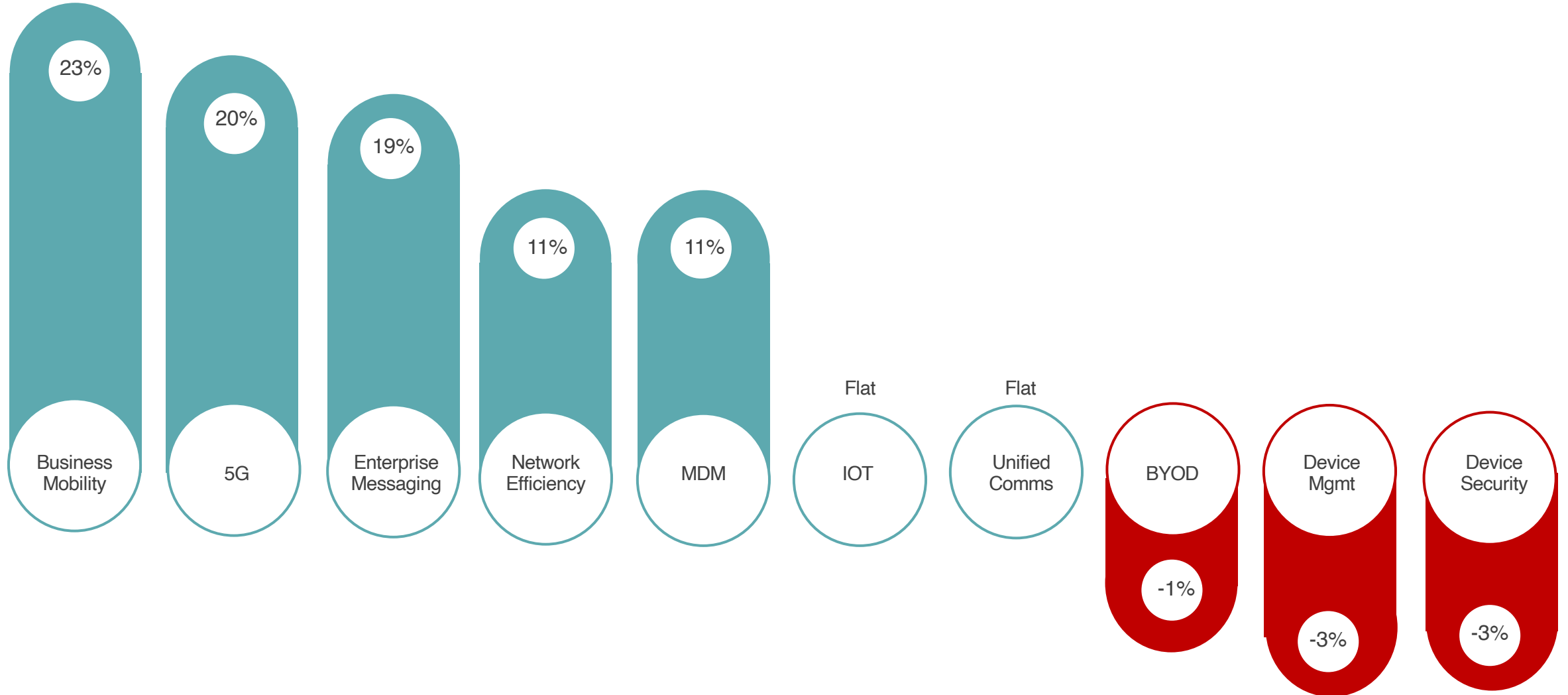


- The US Federal Communications Commission (FCC) announced the **"Keep Americans Connected"** initiative, which carriers can join to help mitigate issues associated with WFH, including committing to not terminating service, keeping public WiFi hotspots open, and waiving late fees for consumers and small business customers. Sprint, Comcast, T-Mobile and Verizon joined

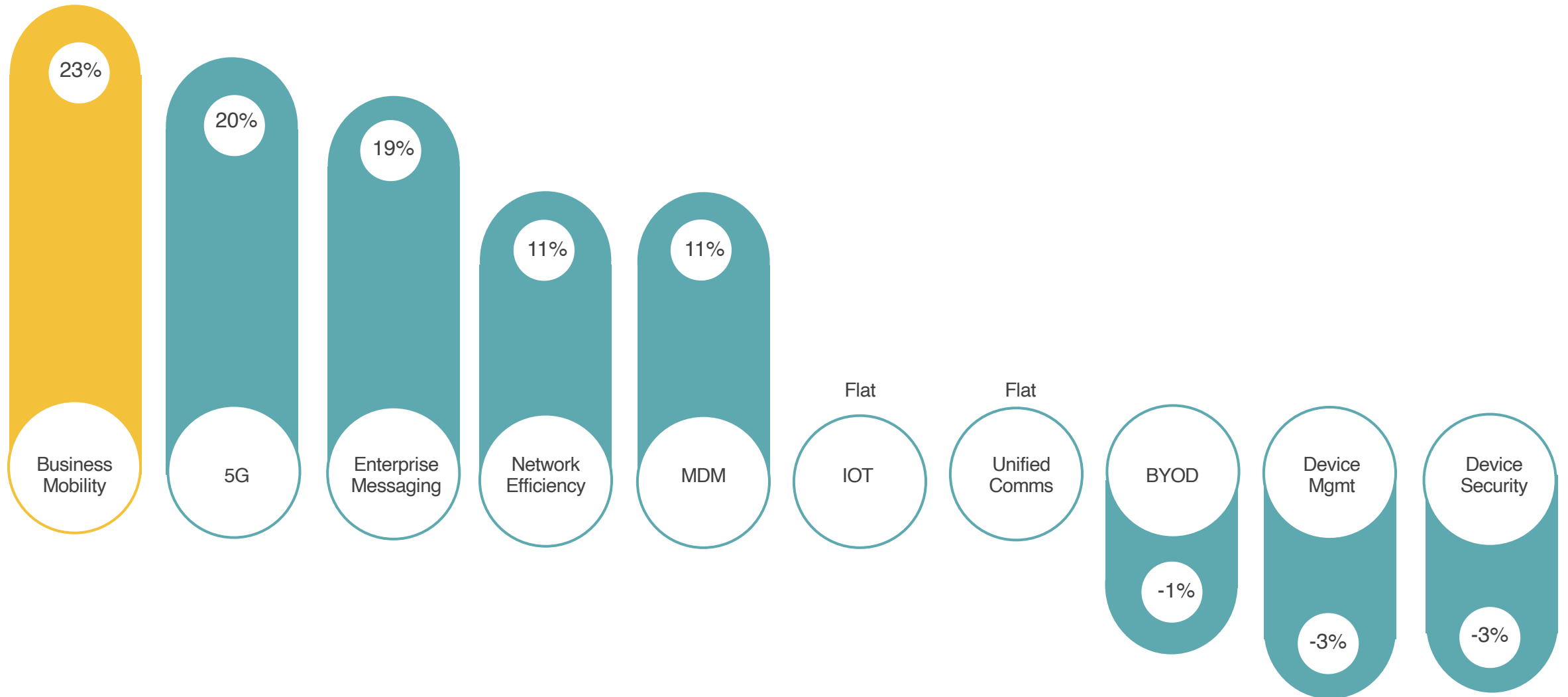
Solutions Analysis

Solution Set Chosen by Profiling Solutions Provided
by The Brands in the Brand Category Analysis

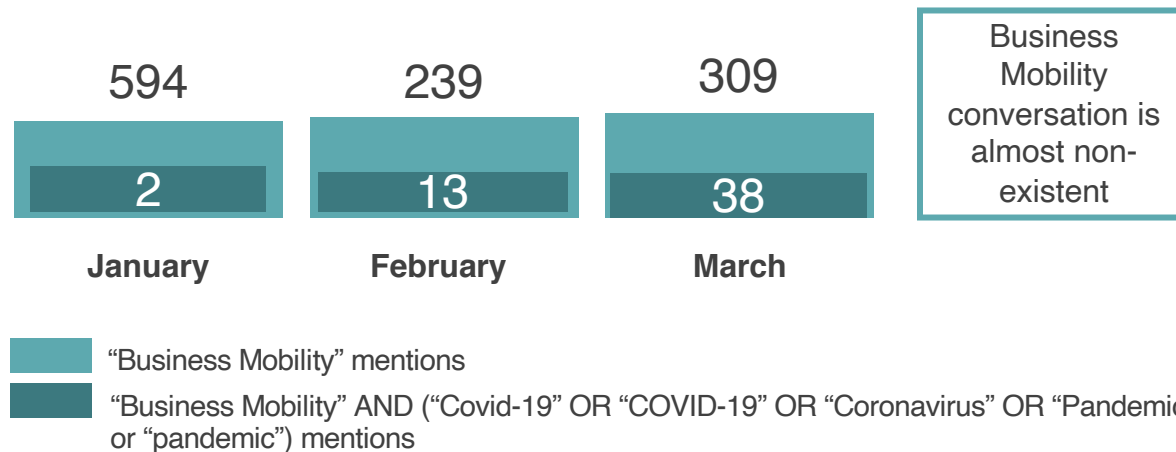
Telecom Solutions Are Seeing Increased Intent YoY (+10%), With Trends in Mobility, 5G, Messaging and Efficiency Outscoring Security and BYOD Concerns



Exploring Business Mobility in More Depth to Understand the Drivers in the Category



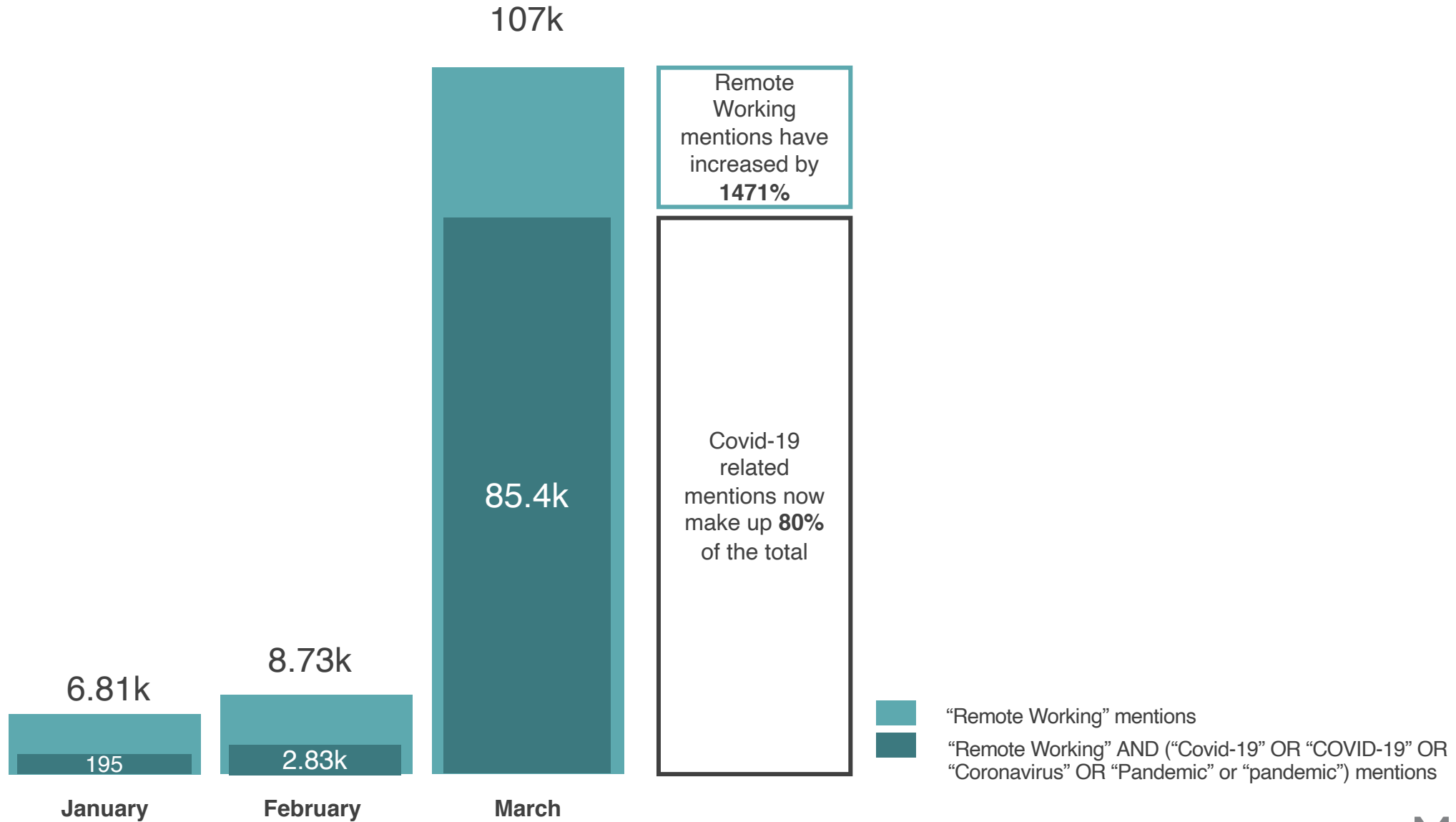
Google Searches Are Up YoY, However Online Conversation is Not Sparking Around the Term “Business Mobility”



This suggests that it’s still a topic of interest further down the funnel, however end user terminology is more colloquial in nature

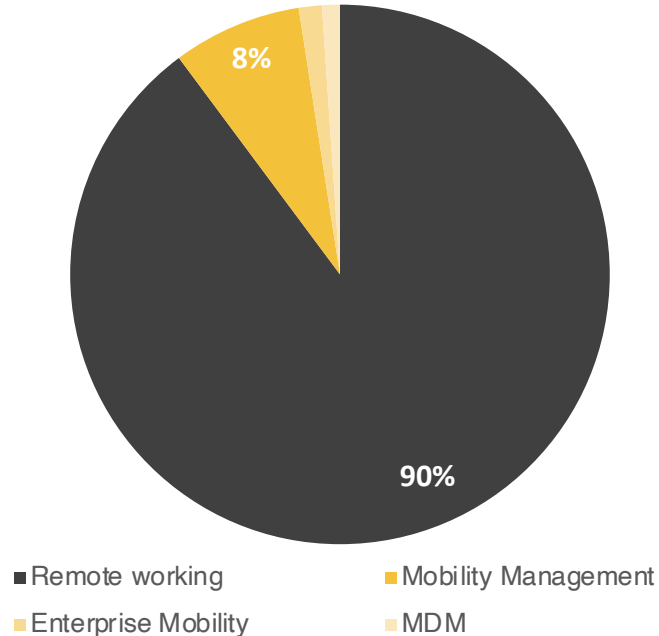
Source: Meltwater research : Jan-Mar 2020
* Graph is not to scale

Online Mentions of “Remote Working” Have Skyrocketed



The Lines Between “Work” and “Life” Are Now So Blurred, They Are Non-existent

Companies surging on “Mobility” vs
“Remote Working” topics

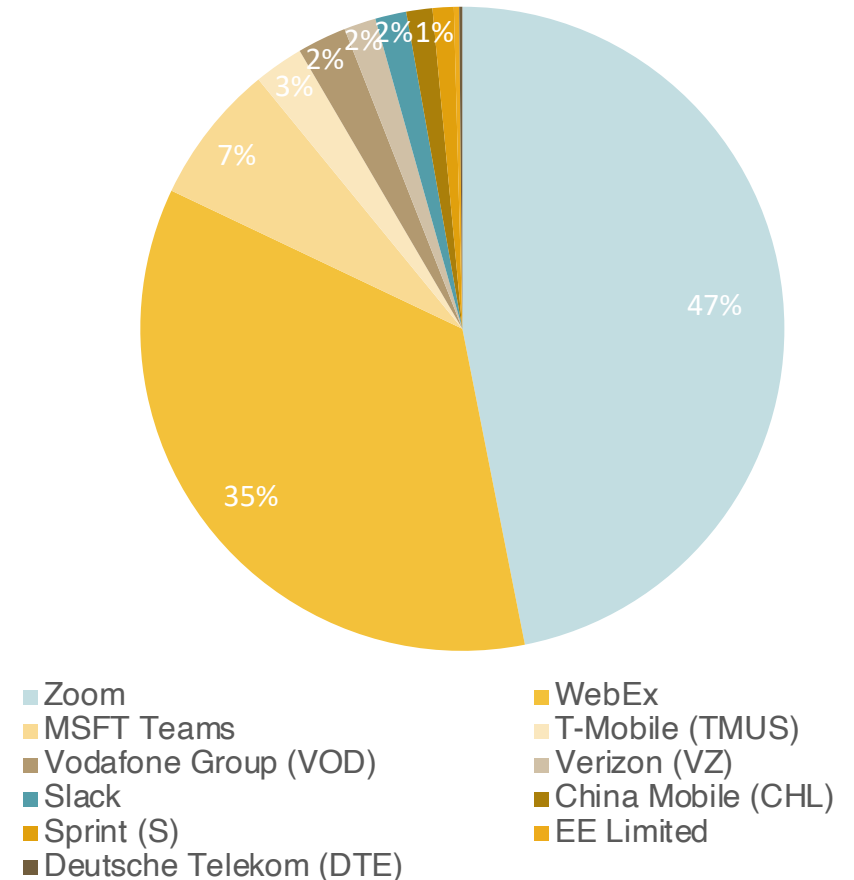


We see similar trends when we analyze company research behavior. Bombora company surges on “Remote Working” are 90% of the share when compared to mobility terms.

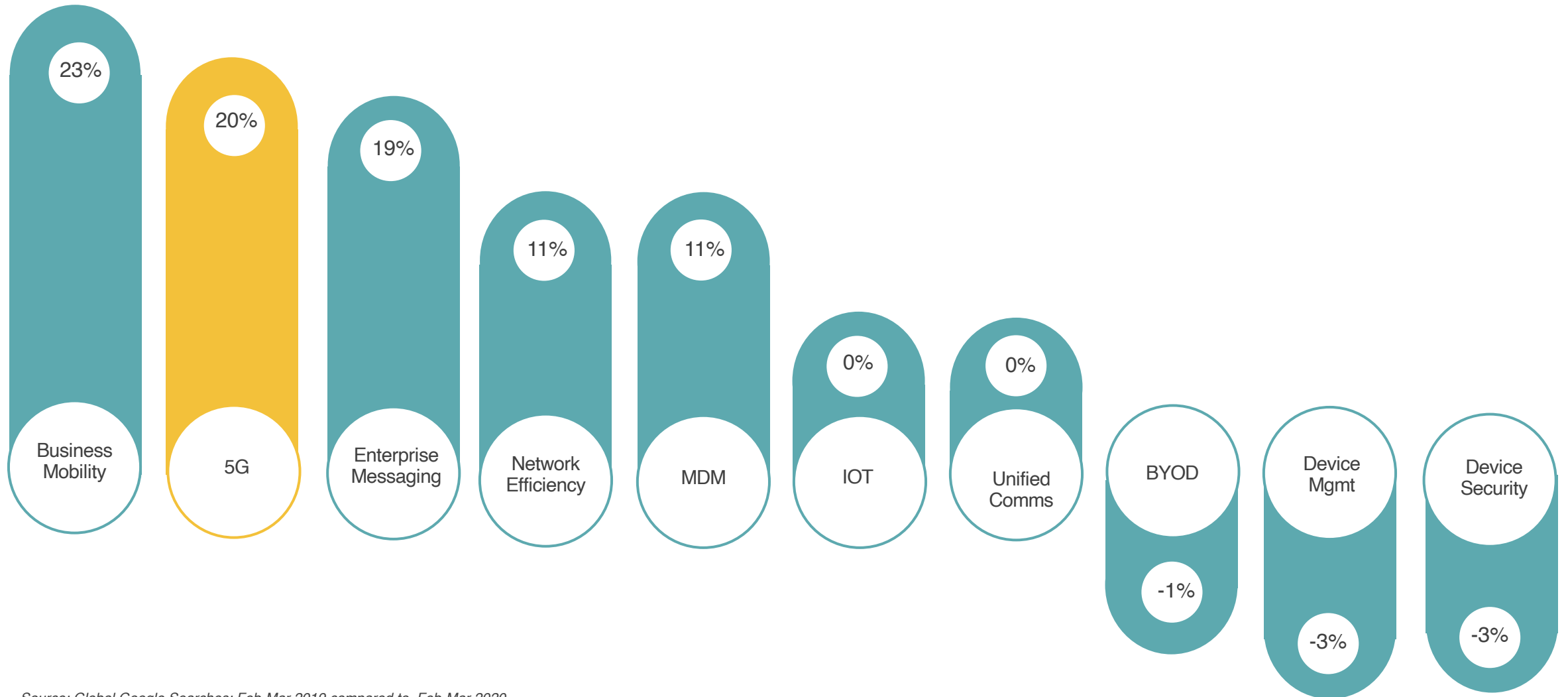
The Digitization of Telecom Just Accelerated

- The paradigm shift to digital was already well underway; erosion of legacy revenue streams driven by disruptive competitors continues, forcing operators to consider new ways of remaining relevant to SMB and Enterprise customers
- Coronavirus has underlined the criticality of telecom infrastructure, and the rise of remote working has triggered a wave of demand to build out business continuity and collaboration strategies, underpinned by a digital transformation agenda
- The world just doubled down on the importance of 5G
- If we analyze companies surging on WebEx + Zoom + MSFT Teams + Slack compared to the telecom competitor set in this report, they own **91%** of the share of voice

Companies Surging on Video Conferencing vs Telecom Brands



5G is Being Pushed Even Further Up the Telecom Agenda

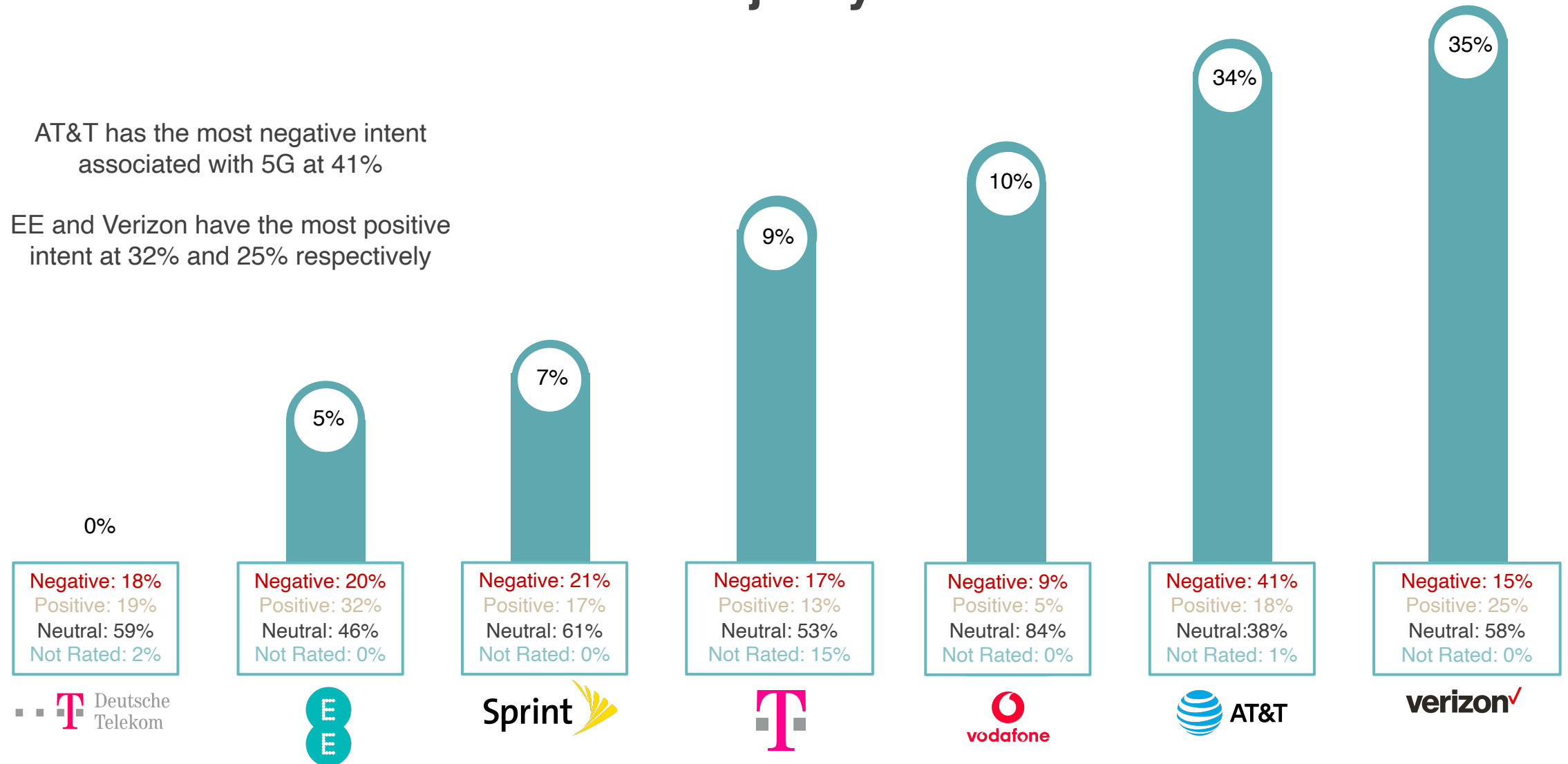


Source: Global Google Searches: Feb-Mar 2019 compared to Feb-Mar 2020

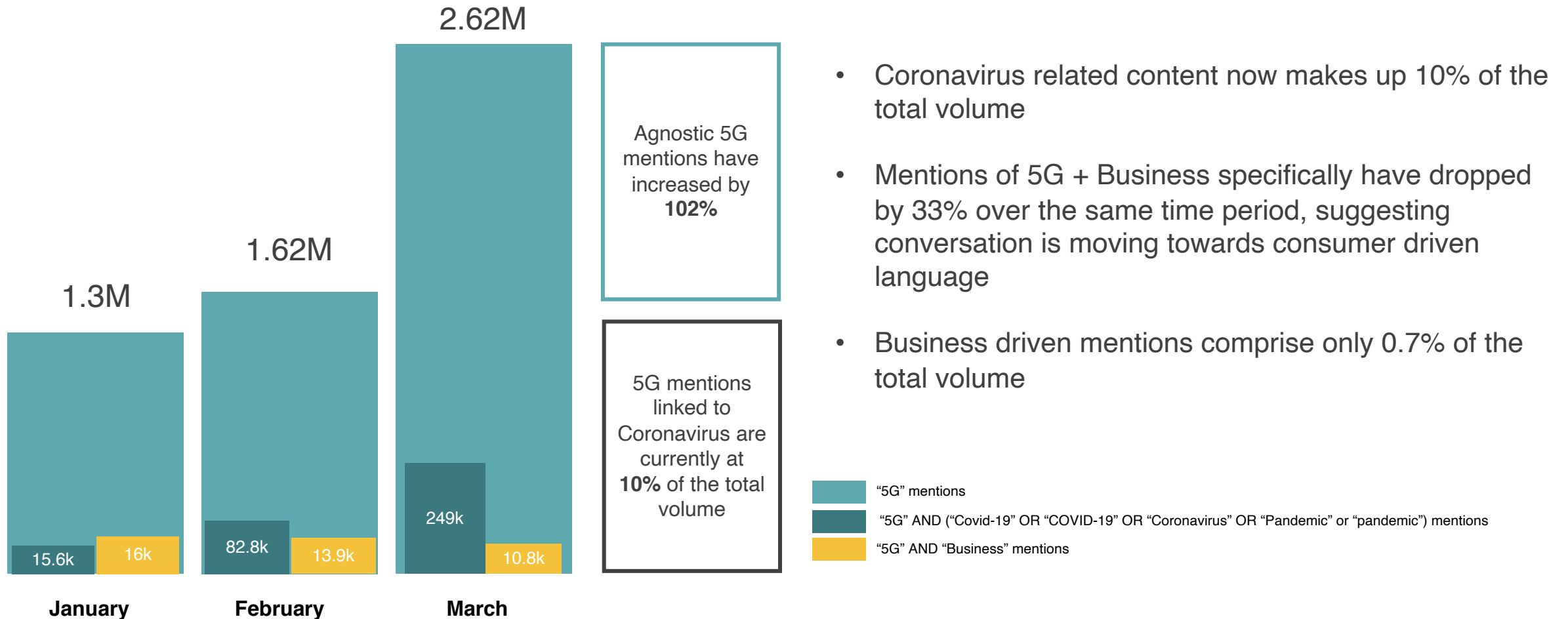
Of 5G Conversations That Are Connected to a Telecom Brand, Verizon and AT&T Share the Majority of Intent

AT&T has the most negative intent associated with 5G at 41%

EE and Verizon have the most positive intent at 32% and 25% respectively



Mentions of 5G Online Have Increased 102% Since January 2020



5G is of Interest to Both Customers and Consumers, But Resonates With National Security and "Fake News"

January

February

March

Huawei, network, **decision**, world, **China**, company, **technology**, wide, class, **WiFi**, data

market, **China**, network, phone, technology, **report**, ability, **rules** **Huawei**, phone, pro, **data**, highest level

virus, world, **coronavirus plan**, **network**, interactive, technology, radiation, devices, **China**, customer, services, market, growth, **government**

Conversation is focused on 5G roll-out and Huawei controversy

Conversation remains focused on Huawei, with large spikes in Japanese conversation around using domestic carriers

Coronavirus begins to spike as an associated topic. Conversations are mainly pragmatic in tone, with some skew to the "false news" that 5G radiation causes Coronavirus

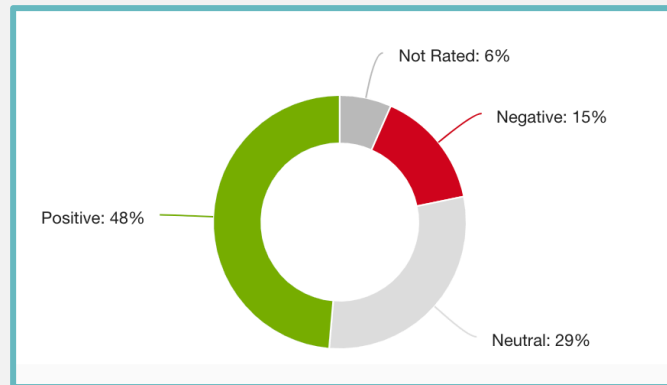
Conversations Specific to 5G for Business Are Lower in Volume, However Show a More Practical Trend



Sentiment for 5G Overall Remains Mostly Positive, Despite Covid-19 Sparking Low Levels of Conspiracy Theories

“5G conversations” 99.3% of the total volume

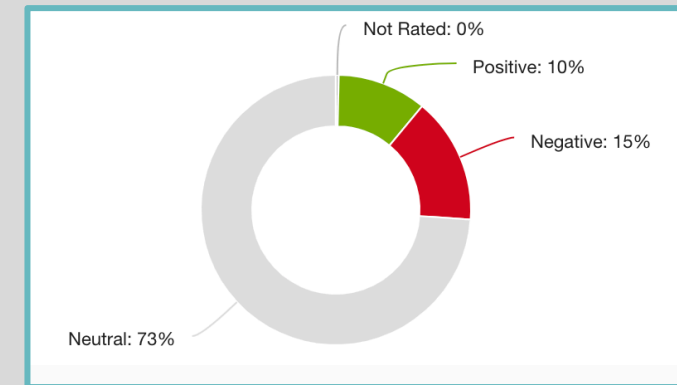
Customers are engaging in consumer driven conversation online, which is skewed more positively



48% positive stories

“5G” + Business conversations 0.7% of the total volume

Customers are engaging in less business-driven conversation online, which is skewed more to neutral



10% positive stories

B2B FinServ

Executive Summary



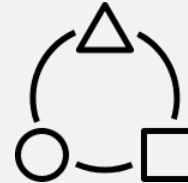
Benchmark strength exists in the B2B FinServ market despite the pandemic

Intent demand for FinServ companies remains consistent YoY, however there are large surges in search intent for BlackRock, UBS, Morgan Stanley and Allianz

Search intent for FinServ solutions is up 11% YoY

Companies of all sizes continue to surge on content which includes mention of FinServ brands online. The largest share of voice going to Bank of America, Wells Fargo and Citi

The company surge landscape is very competitive. There is a 67% overlap on companies surging on FinServ brands



Covid-19 is pushing the Digital Transformation agenda

Top intent is for Insurance and FinTech

- Online mentions around FinTech are down 8% from January, compared to Digital Transformation as a wider term, which has increased by 10% over the same time period

10% of FinTech mentions are now related to Coronavirus, with half of that volume driven in the last week of March alone

- Covid-19 only resonates as an associated term from March, suggesting that FinTech is 8 weeks behind the wider Digital Transformation curve

FinServ companies donating millions to support Digital Transformation and philanthropic initiatives



The line between “life” and “work” has never been more blurred

FinServ intent online is more neutral and fact driven than other B2B industries like Tech and Telecoms

- Online sentiment swings less to either the positive or negative sides of the spectrum
- Investors and Company Growth remain key associated terms across Insurance and FinTech categories








With large increases in digital intent for wider category terms (like Digital Transformation), FinServ specific terms remain flat. FinServ customers are surging on consumer driven language in adjacent topic areas

Brand Category Analysis

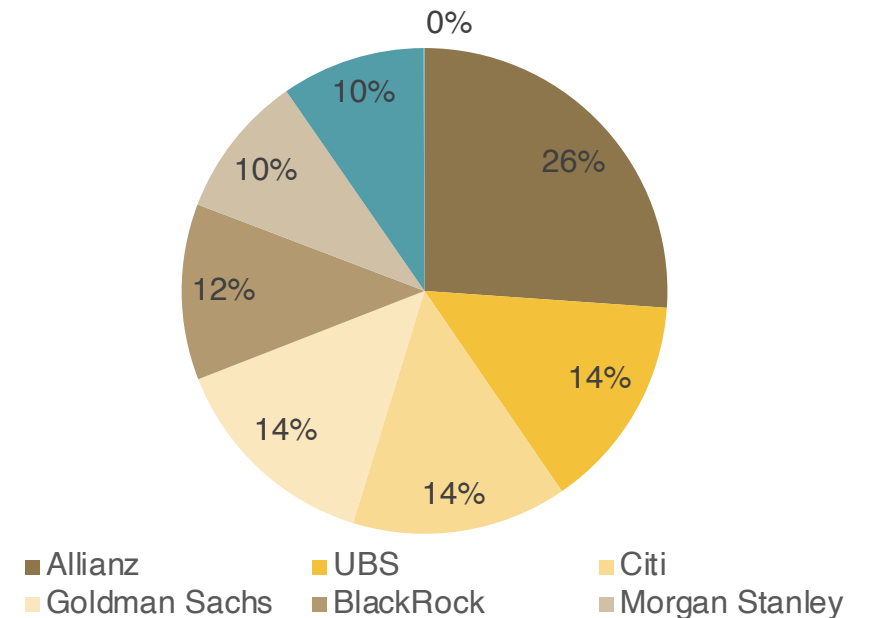
Competitive Set Chosen From a List of the Largest
FinServ Companies in the World

FinServ Demand Remains Flat Overall YoY, With Blackrock, UBS, Morgan Stanley and Allianz Increasing Volume

% Growth in Google Brand Searches: Feb-Mar 2019 vs Feb-Mar 2020

BRAND	JAN	FEB	MAR	TOTAL INCREASE
BLACKROCK	83%	124%	124%	110%
 UBS	22%	50%	50%	41%
Morgan Stanley	22%	22%	22%	22%
 Allianz	Flat	23%	23%	15%
 citi	Flat	22%	Flat	7%
J.P.Morgan	Flat	22%	Flat	7%
 AXA BUSINESS	Flat	Flat	Flat	Flat
 WELLS FARGO	Flat	-19%	Flat	-6%
 Goldman Sachs	18%	0%	-18%	-12%
 BANK OF AMERICA BUSINESS	-18%	Flat	-18%	-12%

Volume of Google Brand Searches: Feb-Mar 2020

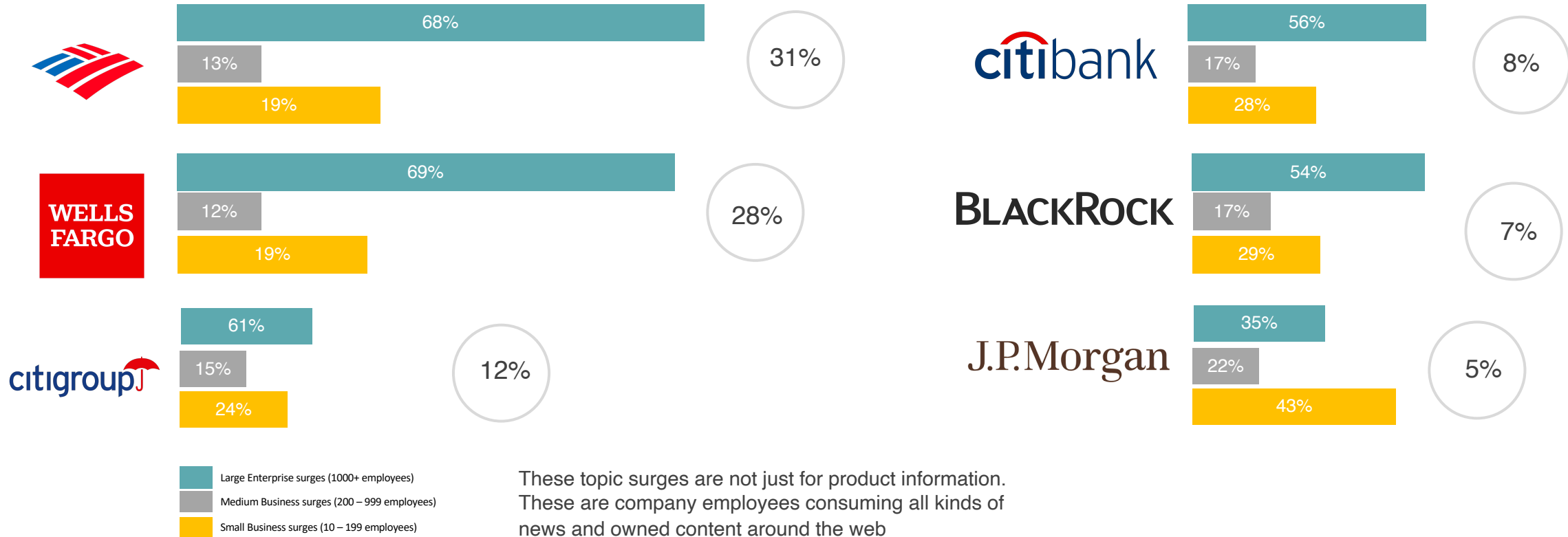


NOTE: BOA and AXA are skewing low in % comparison due to addition of the term business, so they have been omitted from this chart

BlackRock is gaining search intent, moving into a second-tier competitive set with Goldman Sachs, Citi and UBS

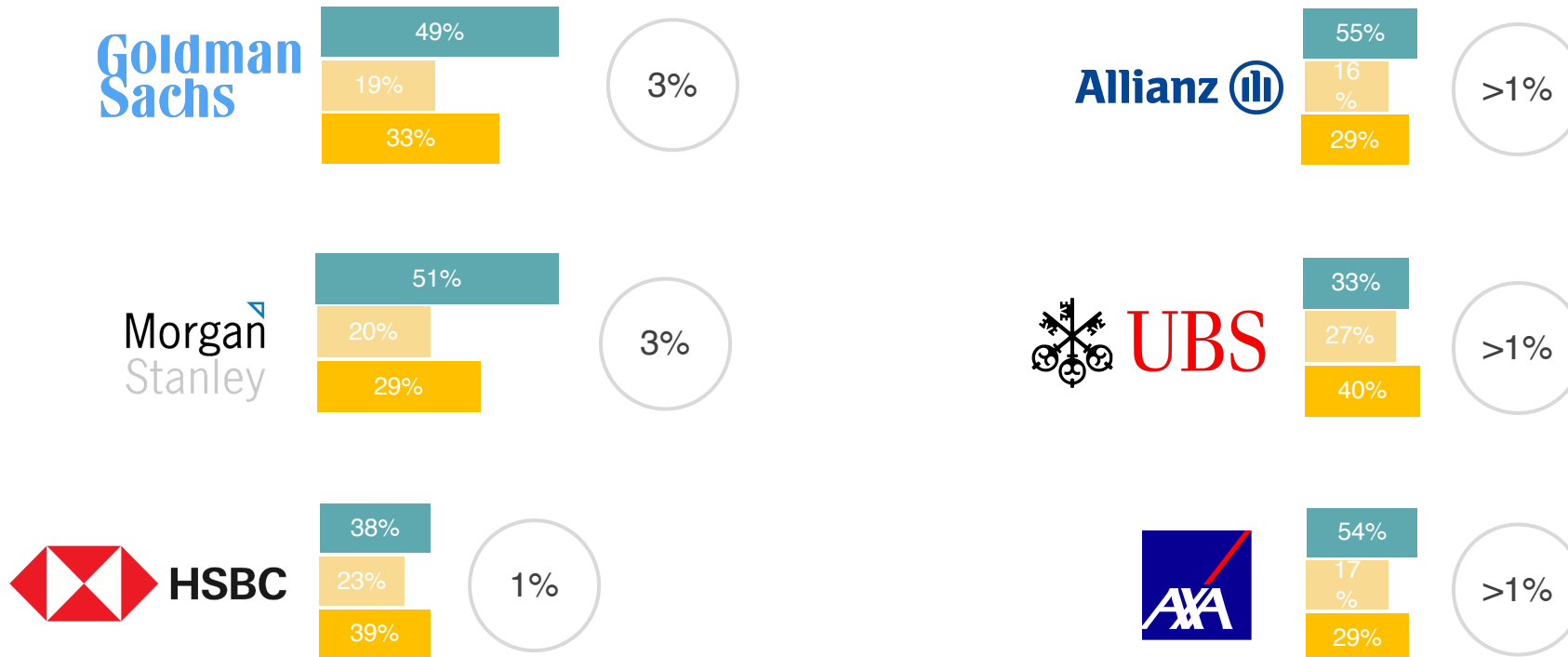
Source: Google. Please note that the rounding of the percentages here is a result of the same in the Google Keyword Planner platform. Specific business brands have been included where intent allows
Competitive set chosen from a top list of largest FinServ companies in the world
Bank of America & AXA are further qualified as B2B by using the term "business" in the volume query

Companies Continue to Surge on FinServ Brands, the Majority on BOA, Wells Fargo and Citi



Source: Bombora Global company intent analysis March 31st, 2020
 *Graph not to scale

Goldman Sachs and Morgan Stanley Share a Very Similar Surge Profile



Source: Bombora Global company intent analysis March 31st, 2020
 *Graph not to scale

It's a Competitive Landscape: 67% Overlap Between Accounts Surging on Wells Fargo, BOA and JPM



J.P.Morgan



BLACKROCK

- Microsoft
- USPS
- Lockheed Martin
- US Air Force
- State of Texas
- TD Ameritrade
- US Army
- Farmers Insurance
- Wal-Mart
- Dept. Veteran Affairs
- Electricite de France
- CSC
- Northrop Grumman
- IBM
- US Navy
- Macy's Inc
- Honeywell Int'l
- FedEx

- Microsoft
- USPS
- Wells Fargo
- Lockheed Martin
- US Air Force
- State of Texas
- Farmers Insurance
- Northrop Grumman
- IBM
- US Army
- Macy's Inc
- TD Ameritrade
- Dept. Veteran Affairs
- Electricite de France
- US Navy
- Wal-Mart
- State Farm Insurance
- FedEx

- Microsoft
- TD Ameritrade
- SAP
- USPS
- Lockheed Martin
- US Air Force
- Toyota Moro Corp
- State of Texas
- Bloomberg
- AMEX Company
- US Army
- Farmers Insurance
- Jones Lang LaSalle
- Wal-Mart
- Dept. Veteran Affairs
- Electricite de France
- CSC
- Associated Press

- Electricite de France
- Bank of America
- Royal Dutch Shell
- Microsoft
- US Dept. of Agriculture
- Merrill Lynch
- InterContinental Hotels
- Allstate Corp
- UPS
- MetLife
- Hyatt Hotels Corp
- BP
- Aon
- Re/Max Holdings
- Northrup Grumman
- CBRE
- Netskope
- Marriott
- Delta Airlines

- Microsoft
- IBM
- Electricite de France
- US Navy
- Wells Fargo
- CSC
- FedEx
- Target
- The Home Depot
- Cisco Systems
- Royal Dutch Shell
- CBRE Group
- Netskope
- Marriott
- MetLife
- Walgreens
- Boeing
- BP
- Aon

Amazing Ways FinServ Companies Are Helping in Times of the Covid-19 Crisis

BlackRock pledges \$50m for vulnerable people during Covid-19 outbreak

US fund manager has already made \$18m available to community organisations

Citi has put forward to the World Bank a proposal for a Covid-19 fund that would provide access to funding for sovereigns, while crowding-in the private sector, Peter Sullivan, Citi's head of public sector Africa, tells Euromoney.

Morgan Stanley Announces \$10 Million Cash Commitment to Support Coronavirus Relief Efforts

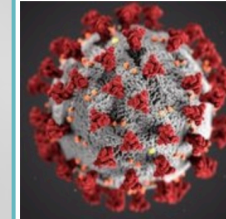
Mar 19, 2020

Firm's efforts to focus on supporting longstanding commitment to children's wellbeing and capacity building for first responder organizations.

Bank of America Pledges \$100 Million for COVID-19 Response Efforts

MARCH 19, 2020

[Facebook](#) 42 [Twitter](#) [LinkedIn](#) [Google](#) [Share](#) 42 [Print](#)



Bank of America has announced a \$100 million commitment in support of communities facing unprecedented challenges related to the coronavirus pandemic.

The majority of the funds will be used to increase medical response capacity, address food insecurity, and boost access to learning during school closures in local BofA markets, with a focus on the most vulnerable populations. The bank also plans to increase its funding to national and global organizations working on the frontlines of the pandemic in local communities.

HSBC UK makes £1m donation to help people affected by Covid-19

[UK News](#) | Published: Mar 25, 2020

The donation to the National Emergencies Trust Coronavirus Appeal and British Red Cross will help vulnerable people.

Goldman Sachs Commits \$300 Million to Support Communities and Small Business

02 APR 2020

- Small Business Stimulus Package of \$250 Million in Emergency Loans and \$25 Million in Grants to Community Development Financial Institutions and other Mission-Driven Lenders
- \$25 Million COVID-19 Relief Fund to Support Hardest Hit Communities

The FinServ Industry is Contributing to the Covid-19 Effort



Committed **\$100 million** to address food insecurity, increase access to learning for students, and build medical response capacities both in the U.S. and abroad. “We are focusing our resources on the number 1 priority — looking after people,” said Brian Moynihan



- Citigroup Inc.’s foundation says it will allocate **\$15 million** globally. The funds will be divided evenly among the **COVID-19 Solidarity Response Fund**, created in partnership with the United Nations Foundation and the World Health Organization (WHO); food distribution programs in the U.S.; and countries where COVID-19 has had the greatest impact.

BLACKROCK

- Pledged to donate **\$50 million** to help people struggling with financial difficulties
- **\$18 million** in funding to **community organizations** such as food banks in the US and Europe, in addition to donations in Asia, to provide immediate support to the most vulnerable
- In the UK, provided **£2 million** to the **National Emergencies Trust**, and **\$1.25 million** to provide **medical supplies** for healthcare workers across Europe.

The FinServ Industry is Contributing to the Covid-19 Effort

J.P.Morgan

Announced a **\$50 million global philanthropic commitment** to address the immediate public health and long-term economic challenges from the COVID-19 global pandemic. Funds will support communities and people hit hardest by Covid-19.

Goldman Sachs

Commits **\$300 million** to support **communities** and **small business**



- HSBC UK makes **£1m donation** to help people affected by Covid-19.
- A donation to the **National Emergencies Trust Coronavirus Appeal and British Red Cross** will help vulnerable people

The FinServ Industry is Contributing to the Covid-19 Effort

Morgan Stanley

Morgan Stanley announces **\$10 million cash commitment** to support Coronavirus relief efforts

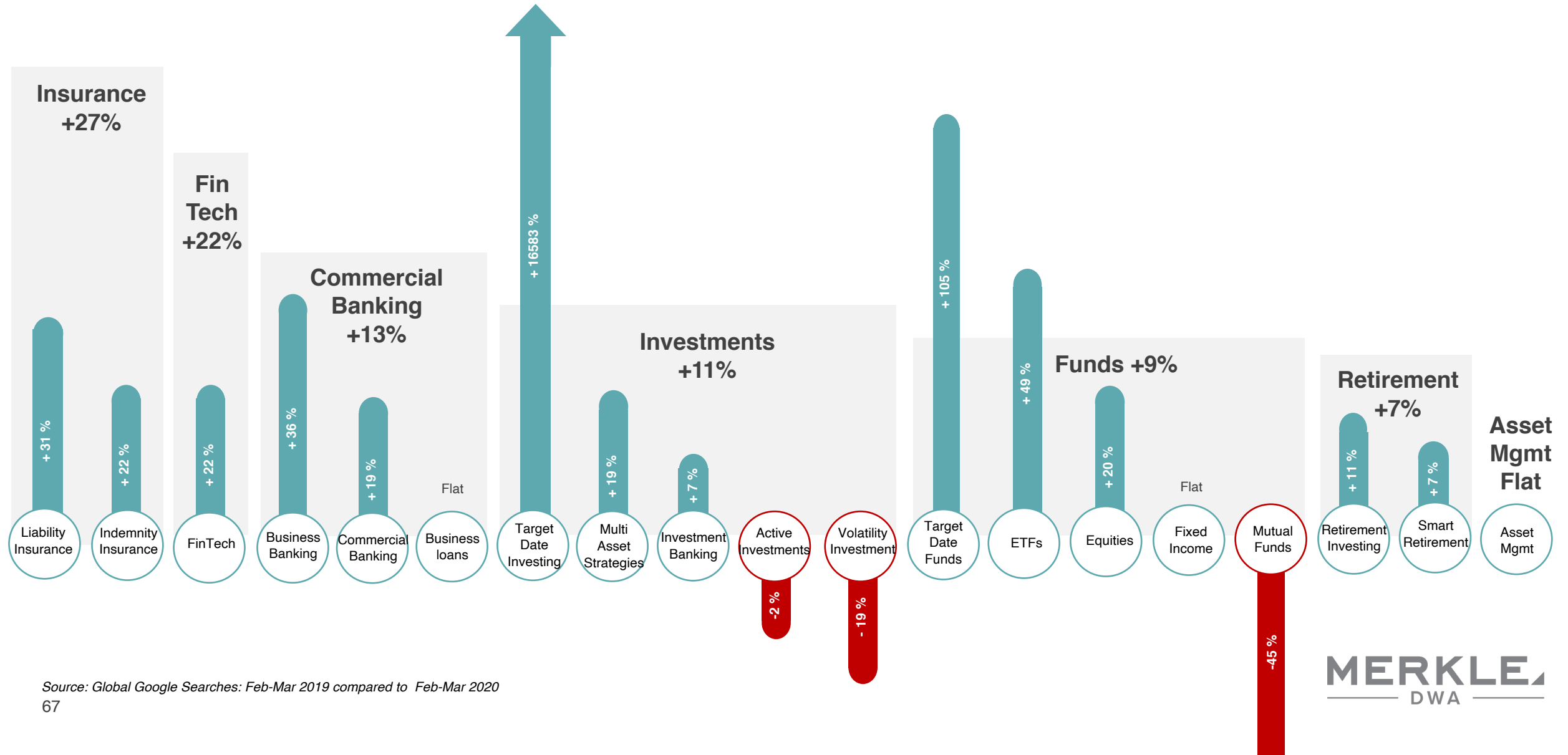


Wells Fargo & Company's charitable foundation says it will give **\$175 million to public health organizations** and other groups that address food, shelter and housing stability and keep small businesses afloat.

Solutions Analysis

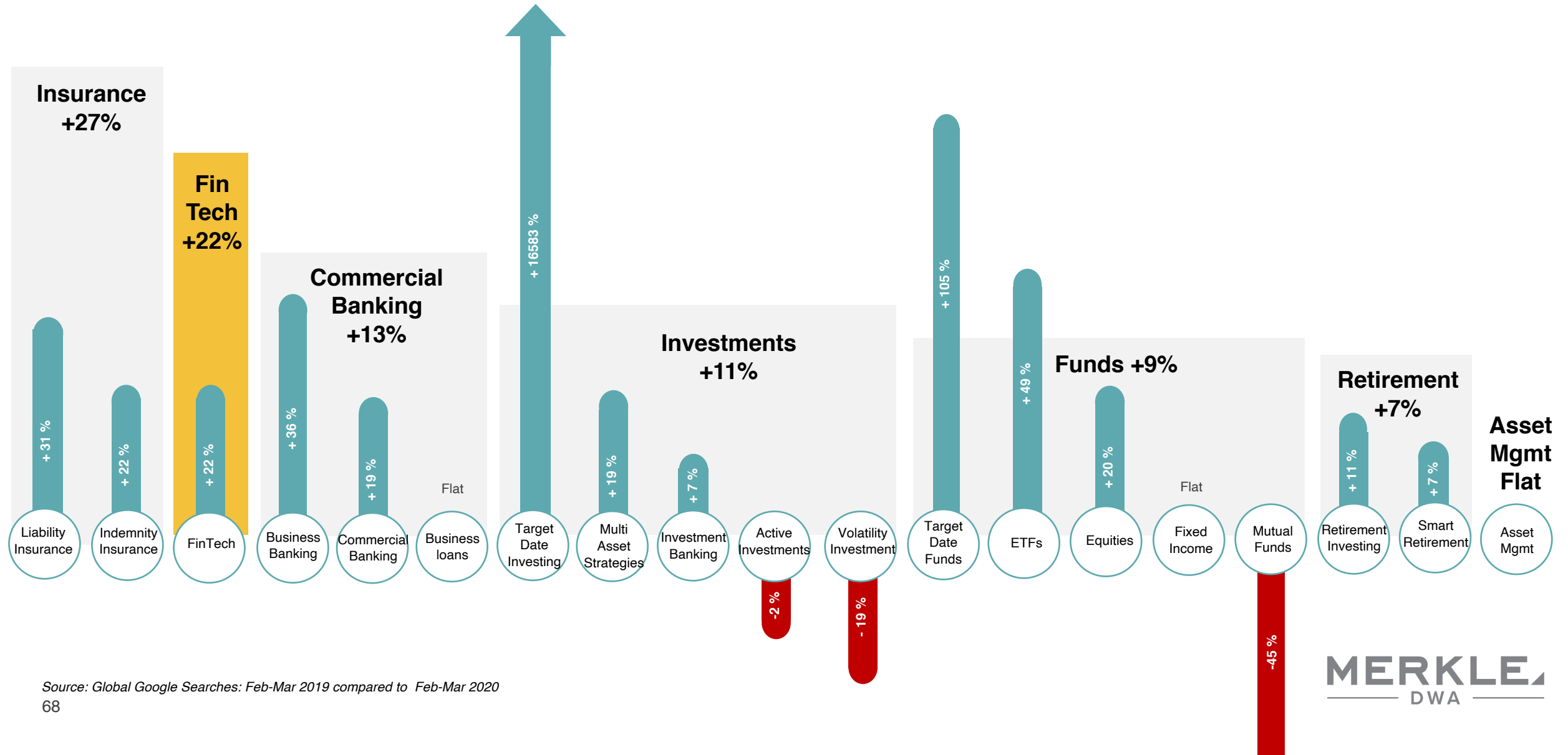
Solution Set Chosen by Profiling Solutions Provided
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FinServ Solutions Are Seeing Increased Intent YoY (+11%), With Most Intent Around Insurance and Fintech



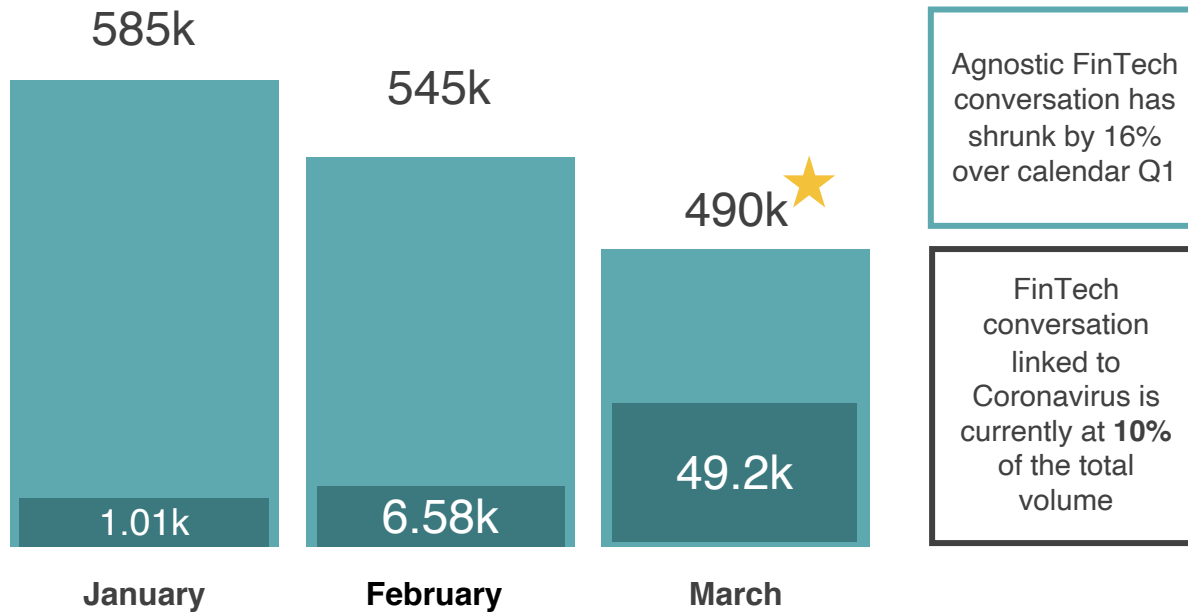
Source: Global Google Searches: Feb-Mar 2019 compared to Feb-Mar 2020

FinServ Solutions Are Seeing Increased Intent YoY (+11%), With Most Intent Around Insurance and Fintech



Source: Global Google Searches: Feb-Mar 2019 compared to Feb-Mar 2020

Google Searches for Fintech Are Up YoY, but Online Mentions on the Topic Have Shrunk by 8% Since January



Agnostic FinTech conversation has shrunk by 16% over calendar Q1

FinTech conversation linked to Coronavirus is currently at **10%** of the total volume

- This contrasts with the overall Digital Transformation conversation, which has increased by 10% over the same period.
- 10% of FinTech mentions are now Coronavirus related, and this is beginning to accelerate.

"FinTech" OR "Fintech" OR "fintech" mentions
 "FinTech" OR "Fintech" OR "fintech" AND ("Covid-19" OR "COVID-19" OR "Coronavirus" OR "Pandemic" or "pandemic") mentions

★ 24k of these mentions were in the last 7 days of March

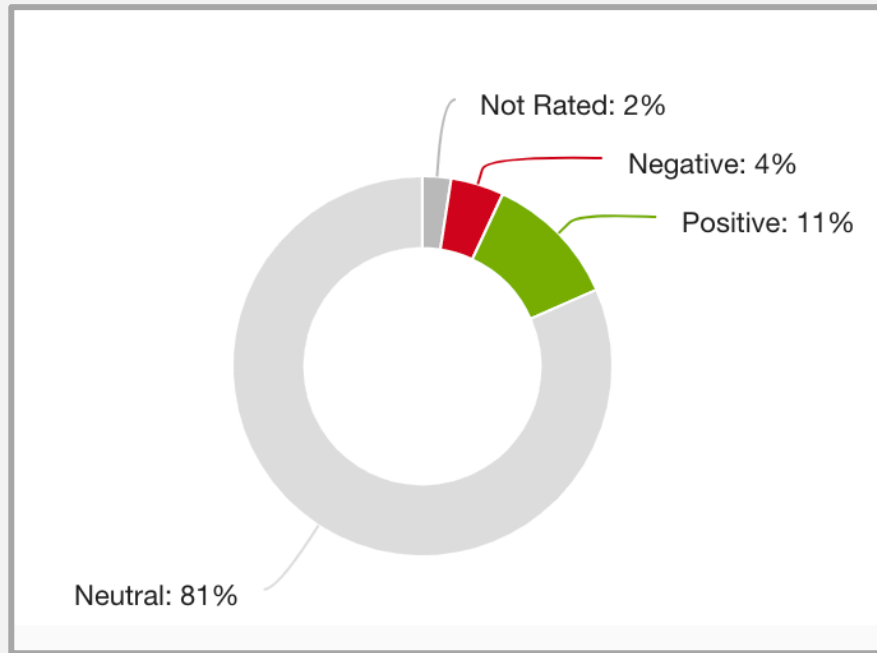
Coronavirus Is Only Beginning to Push the FinTech Agenda From March, Beginning Its Curve 8 Weeks After Digital Transformation as a Wider Topic



Coronavirus is only a surging keyword in March, suggesting that FinTech is 8 weeks behind on the more general Digital Transformation curve. This suggests that FinTech is seen as important as part of the wider agenda.

Investors and growth remain key concerns throughout.

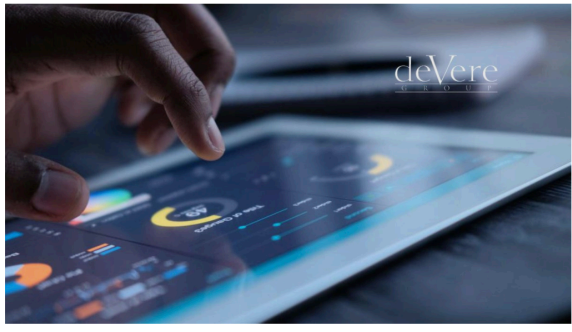
Digital Sentiment Around Fintech + Covid-19 Is Mostly Fact-driven and Neutral, But Very Mixed in Topic



11% positive stories

FintechStateOfMind @armindom
NL | Mar 31 • 11:35 PM

Coronavirus Lockdown: Massive Surge in the Use of **Fintech** Apps t.co/AtPG6312XB @armindom #fintech #lending #banking #openbanking #corebanking #ai #technology #corebanking t.co/9kqpSiSiY



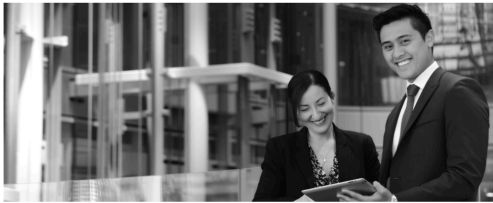
alex @CallMeGillette
US | Mar 31 • 11:32 PM

My first fully-digital #fintech conference just began - #DFNY20 @netguru and @hopinofficial put together a great platform. Think that many conferences will move digital, even after **coronavirus**.

Finsia
AU | Mar 31 • 11:54 PM

COVID-19 creates threats and opportunities for fintechs

Australian market is relatively small." Iyer says success as a **fintech** depends on the ability to genuinely meet customer needs...



Michael @MichaelCMcKee
US | Mar 31 • 11:54 PM

Bitcoin Ends Q1 Down 10%, Outperforming Equities in Coronavirus Crisis t.co/0Jq2yOFewN #bitcoin #fintech t.co/wFpGZvJlm9



Thank You