



venatus

and the COVID-19 outbreak

Venatus has been closely monitoring the COVID-19 outbreak, working to find solutions for our clients during this challenging time. As we stay home, doing our bit to slow down the pandemic, it's been interesting to see how our online behaviour has changed.

As a technology company that works alongside publishers and advertisers, we've found ourselves in a unique position. While our publishers are seeing more visitors than ever before, our advertisers are cutting budgets and working tirelessly to pivot their marketing strategy to adapt to this new reality.

Our Publishers

Since the COVID-19 outbreak, Venatus has seen:



74% increase in active users across our mobile and desktop publishers



22.4% increase in PC sessions across our publishers



76.6% increase in mobile sessions across our publishers

Kids sites across our portfolio are also seeing significant growth:



Dwell time across our kids publishers **up by 20%**



kids audiences viewing an average of **1 more page per visit**



40% increase in daily users post lockdown

Our Business

During these challenging times, we want to provide the most flexible and convenient solutions to our clients, which is why our global sales teams can deliver **programmatic**, **programmatic guaranteed** and **direct sales** for campaigns across our portfolio.

Creativity has never felt more important. Our creative team are on hand to design the most engaging and interactive units for your campaign. Take inspiration from some of our **award-winning creative campaigns** [here](#).

To help make the most out of ad opportunities we are offering **website audits** to ensure our publishers are making the most out of all creative formats and solutions, such as **adblock recovery**, to bring in additional revenue streams.

Our portfolio continues to grow, and we are thrilled to have recently partnered with [Gfinity Esports](#), the go-to brand for all things esports, working across their Real Sport 101, Gfinity Esports and Stealth Optional sites.

GFINITY

OP.GG

FUTBIN

WHAT CULTURE

EA

ROVIO

For more information, please email our team on info@venatusmedia.com