

Business & Market Analysis

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Bearing that in mind, how do you think Covid-19 has affected our business, and on what basis do you make that assumption?

Two major impacts that COVID has had on online consumer behavior and consumer behavior are as follows:

1. Due to lockdowns people were forced to engage with the world from home thereby requiring to connect to the web.
2. Also due to lockdowns worldwide economy took a hit sending millions into unemployment thereby reducing the purchasing power/spending significantly

Assumption: The services of seeking alpha are directed towards small/retail investors

So in light of the above two factors and their relative weights we analyze the following

- **User engagement:** *This definitely must have increased as more people are stuck at home and spend time online.*
- **Ad sales:** *This definitely correlates with user-engagement as more people visit pages and are more likely to click on an advertisement. However due to global economic slowdown the overall ad spend in the online advertising world has decreased substantially.*
- **New user acquisition:** *I assume the "new user acquisition" must have increased as over all online activity had increased due to lockdown. I assume the conversion rate to have gone down but absolute conversions must have increased.*
- **Subscription sales:** *I assume that there have been a surge in subscription due to COVID, As numerous online publishers have reported record increase in traffic. But the growth rate must have tapered off.*
- **Subscriber churn:** *I assume the "subscriber churn" must have increased however the rate of increase in subscriber churn is significantly lesser than increase in new subscription.*