COVID-19
BY THE NUMBERS

What Artificial Intelligence can tell us about its impact on the pest control industry through online conversations
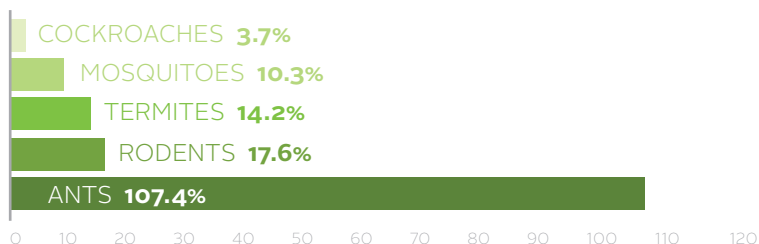
TOPIC ENGAGEMENT

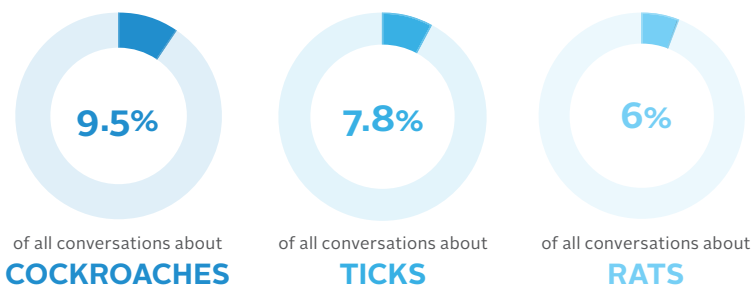increases from **March 2020** to **April 2020** on the topic of working with pest control professionals amid COVID-19

159.2%
PEST CONTROL PROFESSIONALS

53.8% DECREASE

in conversations around the **topic of pests** and whether or not they can transmit COVID-19

FEB — 528,922 engagements in February
MAR — **4 Million** engagements in March
APR — 1,949,108 engagements in April

0   500K   1M   1.5M   2M   2.5M   3M   3.5M   4M

TOPIC ENGAGEMENT

increases from **March 2020** to **April 2020** on the ability to transmit COVID-19 by keyword

COCKROACHES **3.7%**
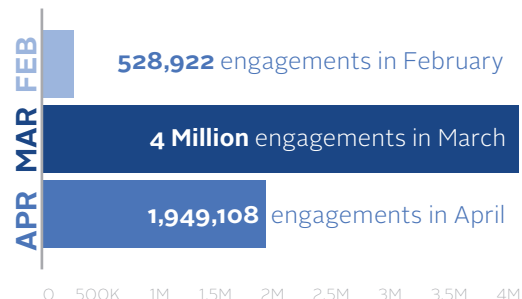MOSQUITOES **10.3%**
TERMITES **14.2%**
RODENTS **17.6%**
ANTS **107.4%**

0 10 20 30 40 50 60 70 80 90 100 110 120

CONVERSATIONS

in the month of April in relation to the ability to transmit COVID-19

9.5%
of all conversations about
COCKROACHES

7.8%
of all conversations about
TICKS

6%
of all conversations about
RATS

TOP PEST CONCERN

in relation to the transmission of COVID-19 amongst Americans by keyword

1. Rats

2. Mosquitoes

3. Ants

AVERAGE MONTHLY ENGAGEMENT

The following heat map represents the increase in average monthly engagement of pest-related conversations due to the topic of COVID-19

30%   250%