

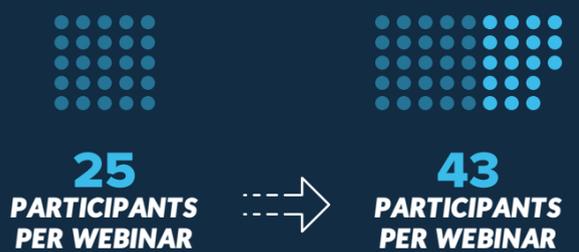
COVID-19'S IMPACT ON GOTO USERS

As we navigate this unprecedented year, we took the time to observe changes in online meetings and events. We compared 5 months worth of GoTo user data from 2019 to that same period of time in 2020. Here's what we found:

MEETINGS AND EVENTS GREW IN SIZE.



The average size of GoToMeeting meetings grew. Was skipping meetings easier in the office than at home?



The average number of participants in GoToWebinar webinars almost doubled. With less time spent commuting, there's more time for learning!

CRITICAL INDUSTRIES SAW MAJOR ONLINE MEETING GROWTH.



ACTIVE USERS IN THE HEALTHCARE INDUSTRY GREW BY NEARLY 2X as medical professionals pushed telehealth to its limits.



ACTIVE USERS IN THE EDUCATION INDUSTRY MORE THAN DOUBLED. Quarantines forced a swift shift to virtual learning that we may see continue into the future.



ACTIVE USERS IN GOVERNMENT GREW BY MORE THAN 5X, from national governments all the way down to the local level.

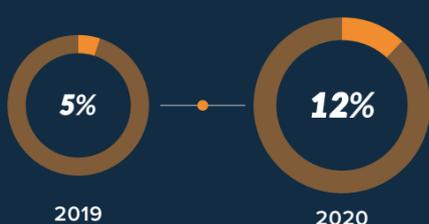


WE SAW A 3X INCREASE IN ACTIVE USERS FROM THE BIOTECH INDUSTRY, likely due in part to researchers studying, treating and developing a vaccine for COVID-19.



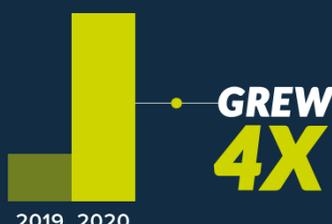
MEETINGS ARE GOING MOBILE.

The percentage of mobile meetings grew. While we assumed everyone staying home would be attached to their laptops, on-the-go work has increased—meetings taken from a mobile device more than doubled.



FACE-TO-FACE NOW MEANS BY VIDEO.

The percent of people in a meeting with webcams on grew. Video conferencing has helped foster personal connections in place of being in the office. Face-to-face has a whole new meaning.



FLEX WORK IS ON THE RISE.

The percentage of weekend meetings grew. No longer confined to the traditional 9-5, more people are working on the weekend, as well as enjoying virtual birthday parties, happy hours and game nights.

