

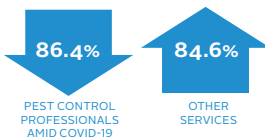
COVID-19

BY THE NUMBERS

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

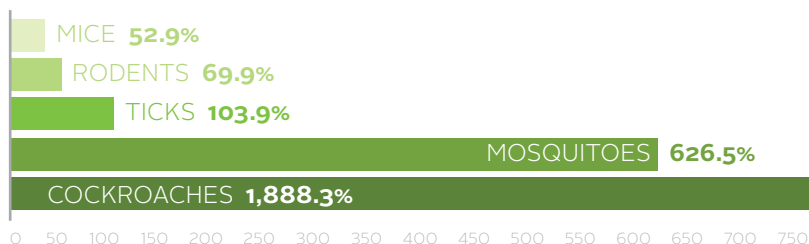
TOPIC ENGAGEMENT

While there was an **86.4% decrease** from **April 2020 to May 2020** on the topic of working with pest control professionals amid COVID-19, there was an **increase of 84.6%** on the topic of working with pest control professionals for all other services



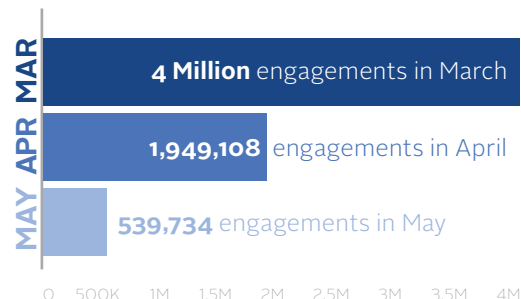
TOPIC ENGAGEMENT

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



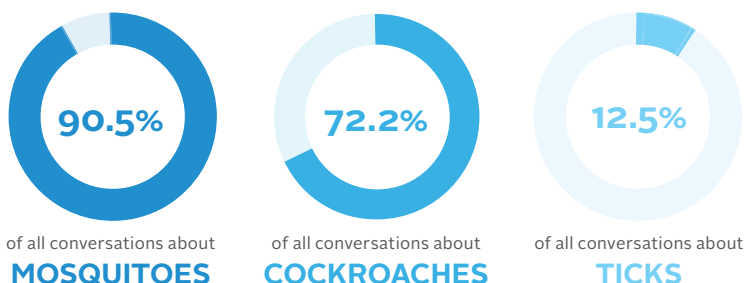
72.3% DECREASE

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



CONVERSATIONS

in the month of **May** in relation to the ability to transmit COVID-19



TOP PEST CONCERN

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



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

