**Report: Mobile Ad Engagement Up During Pandemic**

Mobile ad engagement has increased 15% during the past few months, coinciding with the coronavirus pandemic, with lower- and higher-income level households reaching record levels, according to a MobileFuse report. Women have demonstrated the highest engagement levels, and individuals in rural and suburban areas have been more responsive to mobile ads than individuals in urban areas.

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[***https://www.mobilemarketer.com/news/mobile-ad-engagement-rises-15-during-pandemic-study-says/579419/***](https://www.mobilemarketer.com/news/mobile-ad-engagement-rises-15-during-pandemic-study-says/579419/)

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