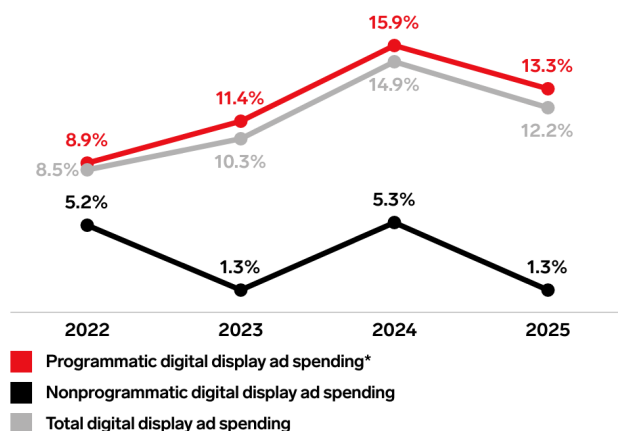


Programmatic digital display ad spend will grow three times as fast as nonprogrammatic in 2024

Article

Programmatic Display Ad Spending Will Grow 3 Times as Fast as Nonprogrammatic in 2024

% change in US ad spending, by category, 2022-2025



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and X's Promoted Posts; *digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology
Source: Insider Intelligence | eMarketer Forecast, Dec 2023

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Insider Intelligence | eMarketer

Key stat: This year, US programmatic digital display ad spend will increase 15.9% YoY, growing three times the rate of nonprogrammatic digital display ad spend, according to our December 2023 forecast.

Beyond the chart:

- More than 9 in 10 digital display ad dollars will be spent programmatically this year, per our forecast.
- Although transacting programmatically can lead to challenges in transparency and control, often with unknown intermediaries and limited performance reporting, there are still many benefits. Automation enables greater control over spending cadence and channel mix.
- US programmatic digital display ad spend will grow 13.3% next year, reaching \$178.25 billion, thanks to the rise of video formats on free ad-supported streaming TV channels and ad-supported video-on-demand tiers.

Use this chart:

- Evaluate your digital display ad spend.
- Make a case for increased investment in programmatic.

More like this:

- [Preparing for 2024's programmatic ad trends and predictions](#)
- [Programmatic ad spend has gotten more diverse and mobile-dominated](#)
- [Despite cooling growth, CTV is lifting the programmatic market](#)
- [How are CTV ads bought and sold?](#)

Note: Digital ad spending includes banner ads and other (static display ads such as Facebook's News Feed Ads and X's Promoted Posts), classified ads, email (embedded ads only), mobile messaging (SMS, MMS, and P2P messaging), rich media (including in-stream and outstream video ads), search ads (including contextual text links, paid inclusion, and paid listings), sponsorships, lead generation (referrals); rich media data for 2017-2022 includes in-stream and outstream video ads; data prior to 2017 includes only outstream video ads.

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues of major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.