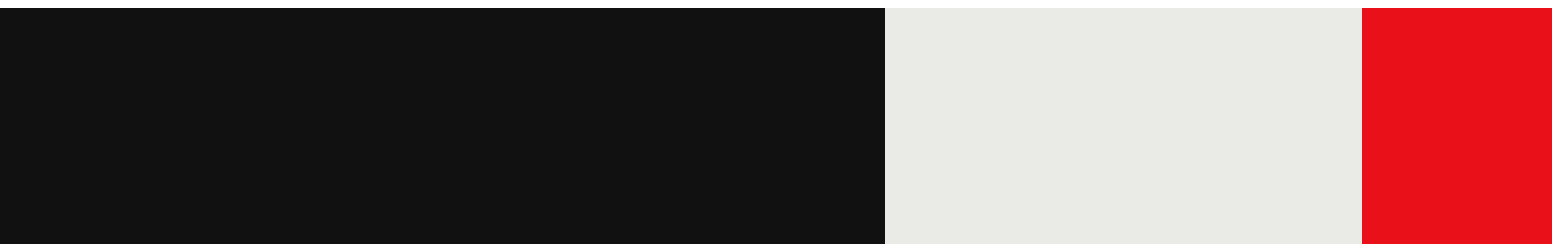


# US B2B advertisers are poised to spend more on mobile than nonmobile

## Article



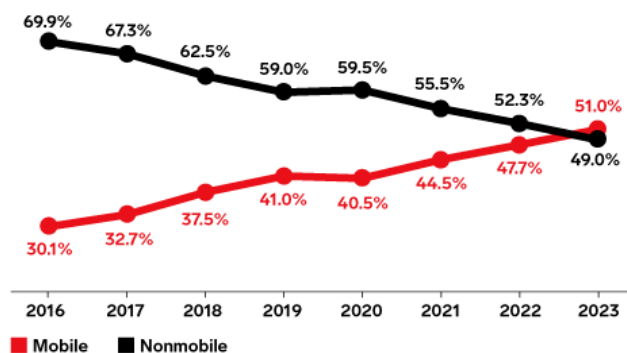
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In the US B2B digital ad market, mobile will overtake nonmobile in spending share by the end of 2023 and generate **\$7.43 billion** in ad outlays. This comes after mobile's slight loss of share

last year, when B2Bs focused on nonmobile ads to target audiences working from home and spent **\$5.16 billion** on those placements.

### US B2B Mobile vs. Nonmobile Ad Spending Share, 2016-2023

% of B2B digital ad spending



Note: mobile includes ad spending on tablets; nonmobile includes advertising that appears on desktop and laptop computers and other internet-connected devices, and includes all the various formats of advertising on those platforms; display data includes banners and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets, rich media and video on WAP sites, mobile HTML sites, and embedded in-app/in-game advertising; search data includes advertising on search engines, search apps and carrier portals; messaging data includes ad placements in SMS, MMS, and peer-to-peer messaging; video includes advertising that appears before, during, or after digital video content in a video player  
Source: eMarketer, July 2021

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