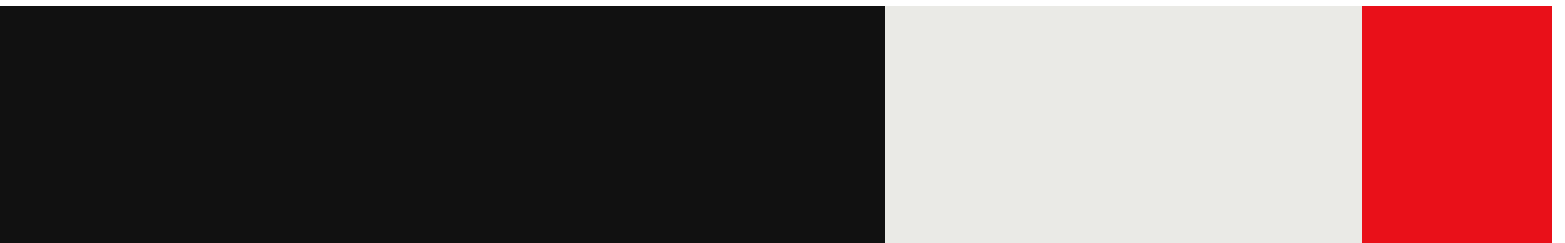


Twitter will fly past \$2 billion in US ad revenues this year

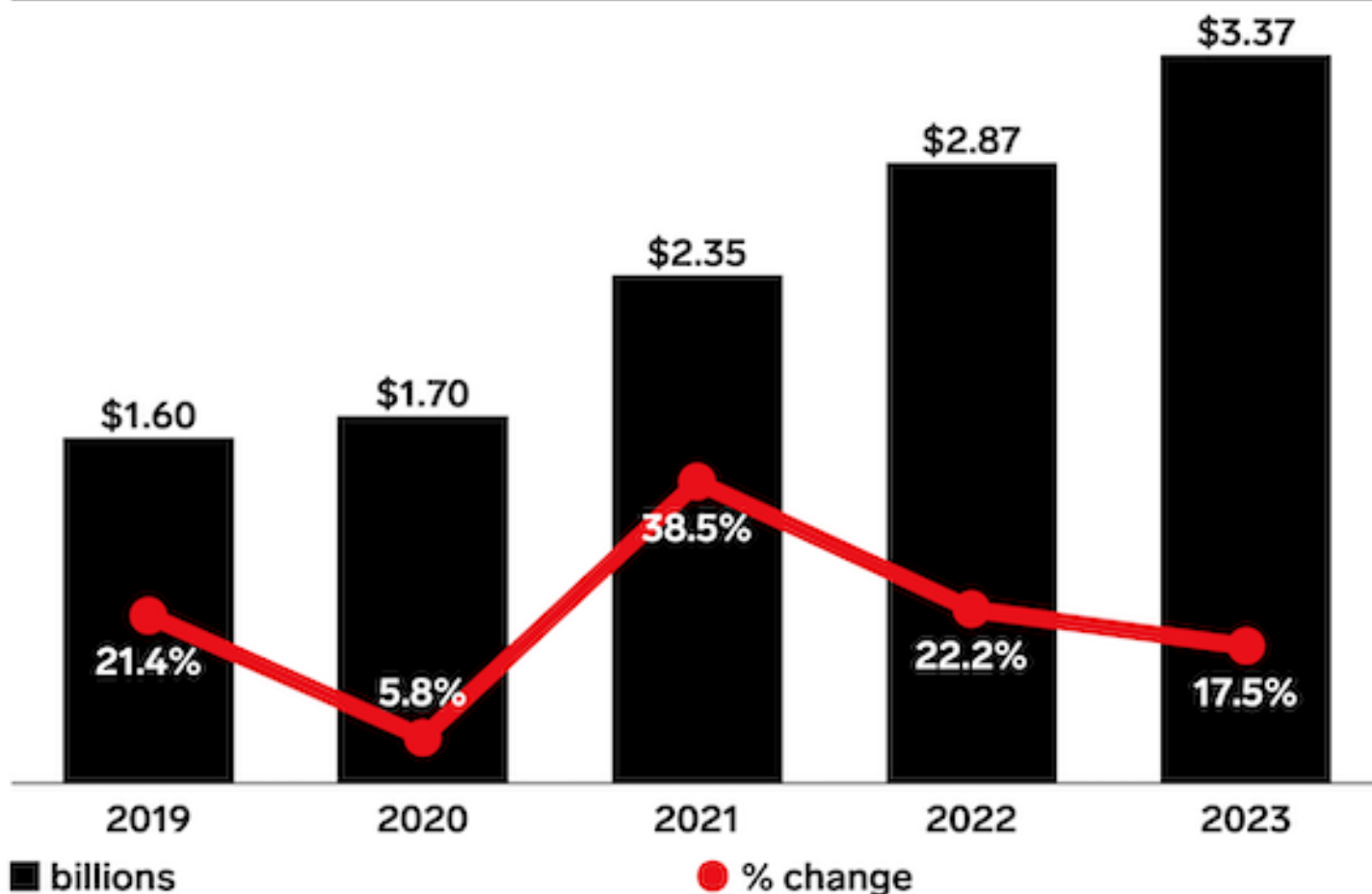
Article



The forecast: Following a year of somewhat stalled growth, **Twitter** will soar past **\$2 billion** in US ad revenues in 2021, marking a **38.5%** increase over 2020.

Twitter Ad Revenues, 2019-2023

billions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes spending by marketers that goes toward developing or maintaining a Twitter presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites. Digital ad revenues include banner ads and other (static display and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets), classified ads, email (embedded ads only), lead generation (referrals), mobile messaging (SMS, MMS and P2P messaging), rich media (including instream and outstream video ads), search ads (including contextual text links, paid inclusion, paid listings and SEO) and sponsorships. All numbers are eMarketer estimates.

Source: eMarketer, October 2021

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- With an increase in live events, sports, and product launches in 2021 over 2020, advertisers flocked to Twitter due to increased demands for advertising campaigns on the platform.
- This was big for Twitter, given that advertising will make up **89%** of the platform's total revenues in 2021. We expect that figure to flutter above **91%** in 2023.
- Twitter's US ad revenues make up **54.1%** of its total ad revenues. That share is expected to increase to **54.8%** by 2023, with US ad revenues growing at a faster rate than international ad revenues.

Looking ahead: Twitter's US ad revenues will continue their flight in the coming years, passing **\$3 billion** in 2023.