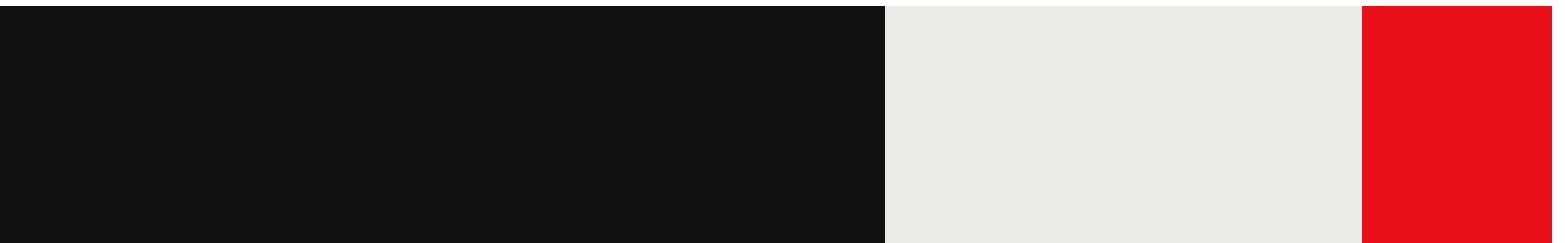


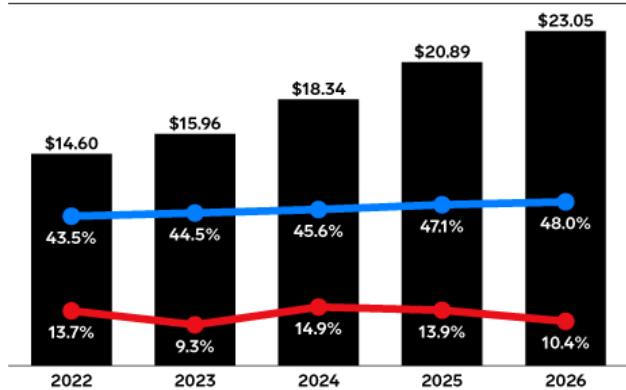
B2B digital ad spend grows as mobile increases its share

Article



US B2B Digital Ad Spending, 2022-2026

billions, % change, and % of total B2B ad spending



■ B2B digital ad spending

■ % change ■ % of total B2B ad spending

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

Source: EMARKETER Forecast, Aug 2024

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Key stat: US **B2B** digital ad spend will increase by 14.9% this year to reach \$18.34 billion, per our August 2024 forecast.

Beyond the chart:

- **Mobile advertising** will account for more than 50% of total B2B digital ad spend for the first time this year, per our forecast.
- On **social media**, LinkedIn will account for 47.2% of display ads, per our forecast.

Use this chart: Marketers and retailers can use this chart to strategize B2B advertising across digital platforms and justify increased investment in B2B marketing.

Related EMARKETER reports:

- [US B2B Digital Ad Spending Forecast 2024](#) (Subscription required)
- [How CMOs Are Maximizing ROI](#) (Subscription required)

Note: B2B digital advertising includes the advertising of products and services to businesses or other organizations for use in the production of goods, business operations, and resale. It does not include advertising efforts aimed toward individual consumers.

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 from 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.