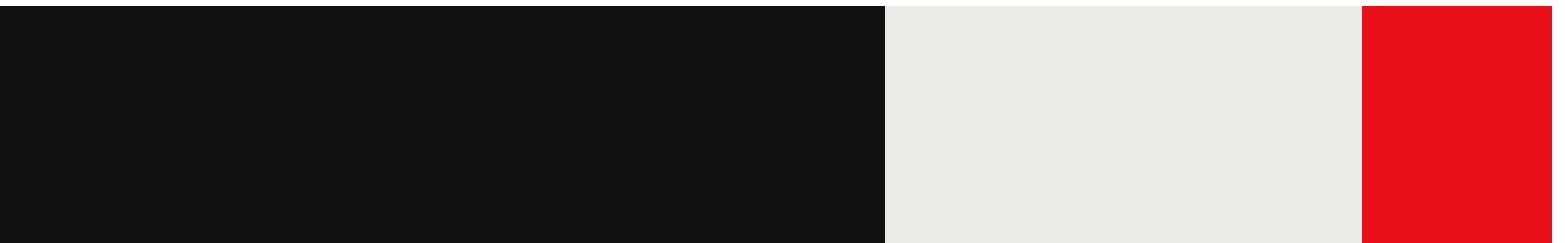


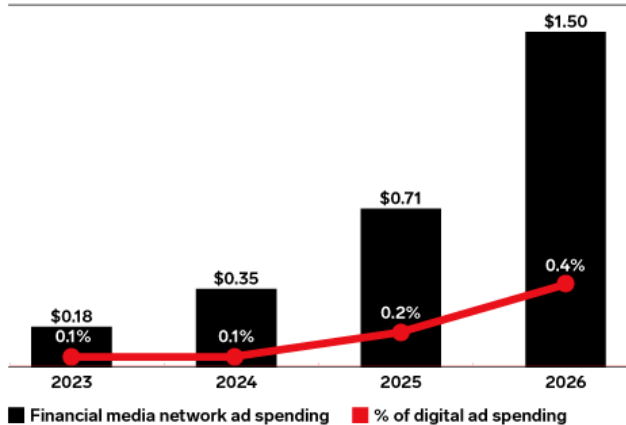
Financial media network ad spend will more than quadruple over the next 2 years

Article



US Financial Media Network Ad Spending, 2023-2026

billions and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in financial services or is bought through a financial services provider's media network or demand-side platform (DSP) utilizing first-party data for real-time targeting; includes ads purchased through financial media networks that may not appear on financial services sites or apps; excludes purchase-dependent marketing partner offers
Source: EMARKETER Forecast, June 2024

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Key stat: US financial media network (FMN) spend will hit \$1.50 billion in 2026, \$1.15 billion higher than this year, per our June 2024 forecast.

Beyond the chart:

- FMNs are blowing up much in the same way [retail media networks](#) did over the past four years.
- Chase and Paypal both launched FNMs this year. Due to the value of their first-party data, more financial institutions will likely follow suit.
- While financial institutions have payment data, they don't have the same existing ad inventory retailers do through shopping sites and off-site partnerships. Expect to see more financial institutions experimenting with shopping platforms, the way [Klarna](#) has, and building off-site partnerships.

Use this chart:

- Identify the trend toward institutions with first-party data building their own media networks.
- Consider allocating ad spend to FMNs.

More like this:

- **The Financial Media Networks Explainer** (*EMARKETER* subscription required)
- **3 industries poised for retail and commerce media network growth**
- **Fintechs are beating traditional financial institutions in brand awareness—how are they doing it?**
- **Do financial institutions understand Gen Z's banking communication preferences?**

Note: Examples of websites or apps primarily engaged in financial services include those of banks (e.g., Chase, Wells Fargo), fintechs (e.g., buy now, pay later services, insurtechs), and payment providers (e.g., Block, PayPal). Digital ad spending 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.

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.