

US Programmatic Digital Display Ad Spending Will Grow Despite Pandemic-Related Recession

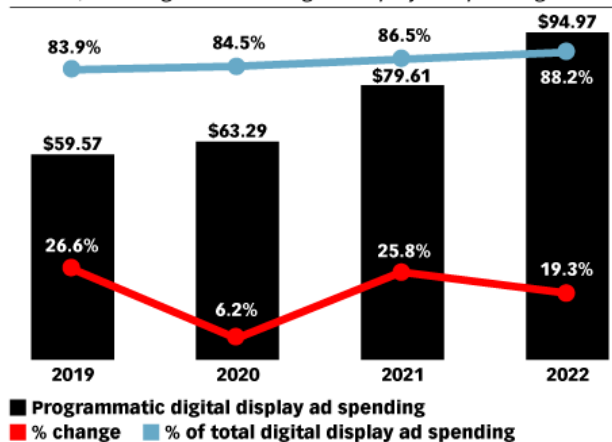
ARTICLE |

Shelagh Dolan

Despite the deceleration in overall digital ad spending growth this year, US programmatic digital display is weathering the coronavirus pandemic and related recession.

US Programmatic Digital Display Ad Spending, 2019-2022

billions, % change and % of digital display ad spending



Note: digital display ads transacted and fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices
Source: eMarketer, July 2020

257153

www.eMarketer.com

US programmatic digital display ad spending will grow this year, albeit at a depressed rate of 6.2%, we forecast.

Buoyed by spending on mobile, video and programmatic direct transactions, programmatic will account for 84.5% of all digital display ad spend this year. Its growth is expected to recover in 2021, with spending reaching \$79.61 billion.

Read More:

- [Out-of-Home Advertising Is Becoming More Digitally Driven](#)
- [How Advertisers Could Manage Their TV Ad Commitments amid the Cancellation of College Sports](#)
- [Podcast: Google's First Revenue Decline—What Does It Mean?](#)

eMarketer and Business Insider Intelligence have joined forces to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to Chart of the Day](#).

