

eMarketer Releases Latest US Programmatic Ad Spending Forecast

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In the US, programmatic advertising *is* digital display advertising. eMarketer estimates that more than four of every five digital display ad dollars in the US today transact via programmatic means. More than four fifths of mobile display and video ad dollars also already flow through programmatic channels.

eMarketer's latest forecast and report, "[US Programmatic Ad Spending Forecast Update: Video Powers Significant Growth Through 2020](#)," expects the vast majority of US digital display ad dollars (86.3%) will transact programmatically by 2020, up from 82.5% this year.

US Programmatic Ad Spending Share, by Transaction Method, 2018



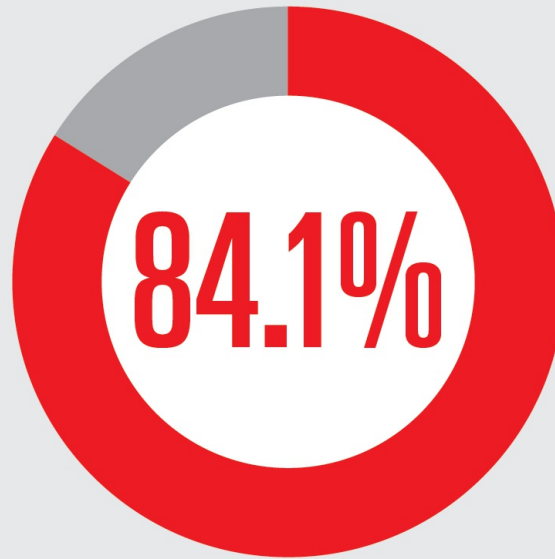
Today, **programmatic direct** accounts for the greatest share of programmatic ad spending.

But keep in mind, social and its API-based buying accounts for **well over half** of programmatic direct ad spending.

Source: eMarketer, Oct. 2018



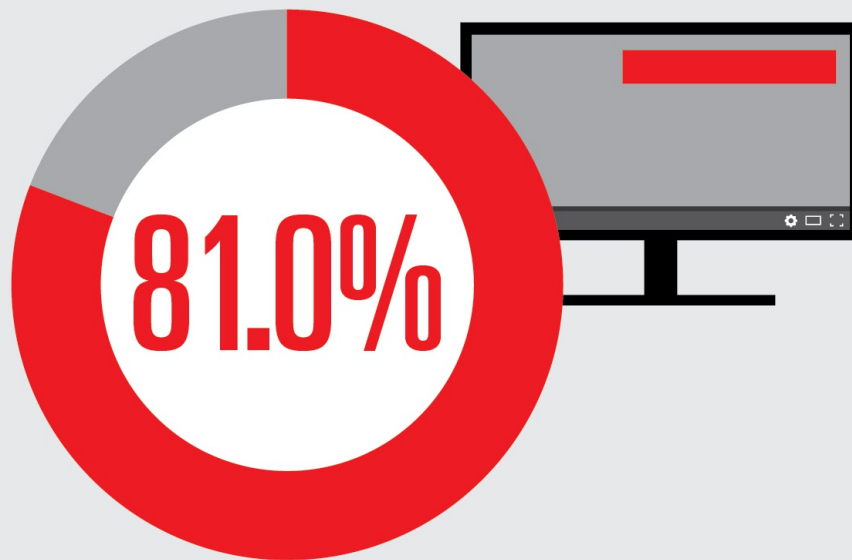
Percentage of total mobile display ad dollars (\$31B) transacting programmatically in 2018



Source: eMarketer, Oct. 2018



Percentage of total digital video ad dollars (\$23B) transacting programmatically in 2018



Source: eMarketer, Oct. 2018



Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), or [Stitcher](#).

Digital advertising analysts Lauren Fisher and Nicole Perrin, and marketing technology writer Ross Benes discuss the programmatic advertising world. They explain how many programmatic ad dollars will go to video? How companies are thinking about first and second party data? And what the importance of private setups tells us?

eMarketer PRO subscribers can access the forecast, this infographic as well as another explaining programmatic options, and the full report now.

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