

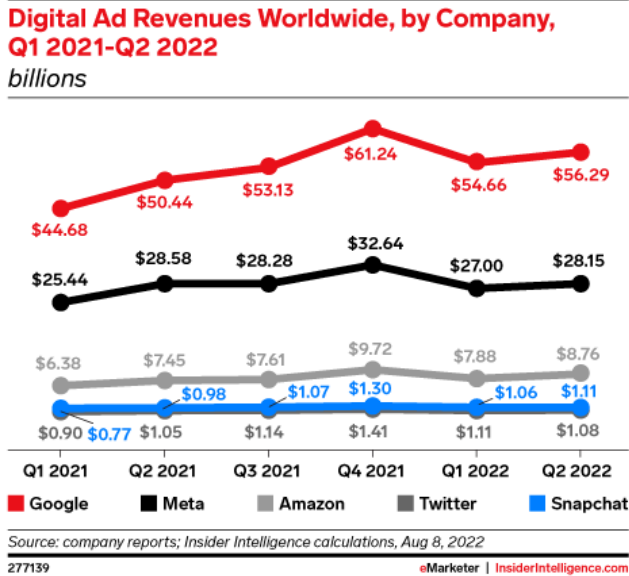
# Tech ad revenues declined in Q1, and companies feel the stress

Article

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**Google** and **Meta** have maintained a steady lead in digital ad revenues worldwide, ahead of the likes of **Amazon**, **Twitter**, and **Snapchat**. But that's not without their own growing pains. Both Meta and Google saw revenues dip by **several billion dollars** in Q1 of this year. Still, the

companies are **tens of billions of dollars** ahead of triopoly competitor, Amazon, in digital ad revenues.



**Beyond the chart:** Across all companies charted, growth was high last year but took a substantial dip in Q1.

At Snapchat, revenue growth meant a hiring spree during the pandemic, but the company's slimmer ad revenues resulted in parent company **Snap** announcing a snip of **20%** of its employees earlier this week. Like other tech companies, Snap is now engaged in the balancing act of boosting revenues without compromising its core product.

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*Methodology: Data is from company reports including annual reports and investor day presentations released during 2021-Q2 2022.*