

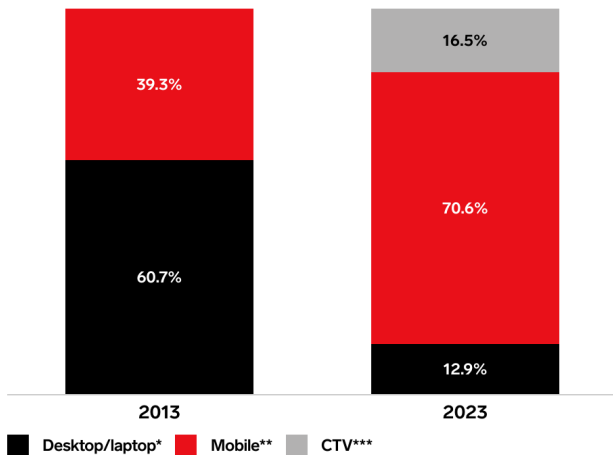
# Programmatic ad spend has gotten more diverse and mobile-dominated

Article

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## Over the Past Decade, Programmatic Has Gotten More Diverse and Mobile-Dominated

% of total US programmatic digital display ad spending, by device



Note: digital display ads transacted or 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 X; \*includes advertising that appears on desktop and laptop computers and other nonmobile internet-connected devices; \*\*includes ad spending on tablets; \*\*\*includes advertising that appears on connected TV devices; excludes network-sold inventory from traditional linear TV and addressable TV advertising  
Source: Insider Intelligence | eMarketer Forecast, April 2023

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Insider Intelligence | eMarketer

**Key stat:** Mobile ad units will capture 70.6% of US programmatic digital display ad spend in 2023, up from its 39.3% share in 2013, according to our April 2023 forecast. Over the last 10 years, mobile has stolen share from desktops and laptops, which now only claim 12.9% of US programmatic digital display ad spend, compared with its 60.7% share in 2013.

### Beyond the chart:

- In the last 10 years, US programmatic digital display ad spend has increased from \$4.72 billion to \$132.96 billion, according to our April 2023 forecast.
- Mobile will bring in \$93.84 billion in US programmatic digital ad spend this year.
- Programmatic advertising is still changing. Google plans to phase out third-party cookies and mobile IDs in 2024, which has prompted programmatic ad buyers to seek new alternatives.
- However, few advertisers are prepared for a world without legacy IDs. Each of the 10 industries tracked by 33Across in Q3 2023 continued to rely heavily on cookies in their programmatic ad buys.

### Use this chart:

- Allocate programmatic budgets by device.
- Recognize the importance of mobile advertising.

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