

# B2B's share of US digital ad spending jumped in 2020, but will it keep climbing?

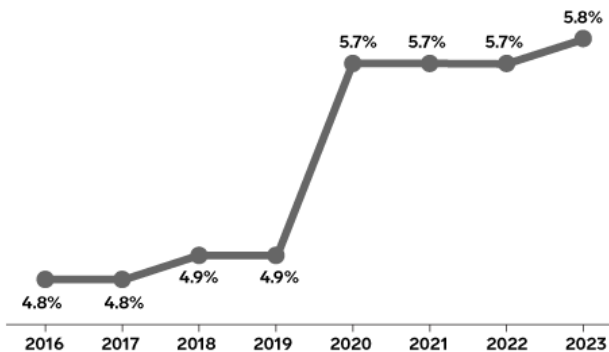
Article

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In 2020, B2B digital ad spending leaped from **4.9%** of the US digital ad market to **5.7%**, marking a sizable growth in share for the industry. B2Bs will continue to increase their digital ad investments, which will hit **\$10.84 billion** in 2021, but we expect their share of total digital ad spending to hold steady for the next couple of years.

### US B2B Digital Ad Spending Share of Total Digital Ad Spending, 2016-2023

% of digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, July 2021

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