

The Ad Platform: How We Built Our Q3 Digital Ad Spending Forecast

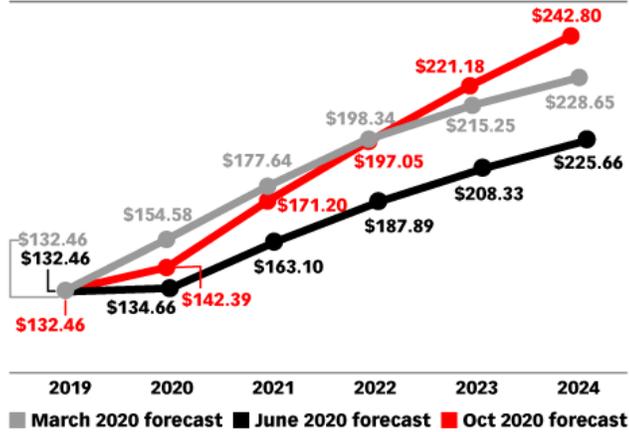
AUDIO |

Nicole Perrin, Eric Haggstrom and Nazmul Islam

Based on a bottom-up look at the market, eMarketer has updated our estimates of US digital ad spending this year. eMarketer forecasting analysts Eric Haggstrom and Peter Vahle, along with junior forecasting analyst at Insider Intelligence Nazmul Islam, join eMarketer principal analyst at Insider Intelligence Nicole Perrin to talk about the building blocks of the forecast, what we know about performance at major digital ad sellers, and how it all adds up to the whole. Plus, they put our digital forecast in the context of other major media.

How Has the Forecast for Digital Ad Spending in the US Changed? 2019-2024

billions, March vs. June vs. Oct 2020



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, Oct 2020

259111

www.eMarketer.com

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

During a time of unprecedented disruption, we could all use a bit of guidance. Join Neustar for Brave New Worlds 2020, a new, annual summit where we'll tackle some of today's toughest marketing challenges and learn what it takes to be a truly high impact, future-forward brand. Register for free at bravenewworlds.neustar.com/eMarketer.