

# The Ad Platform: Checking in on Programmatic Trends 6 Months into the Pandemic

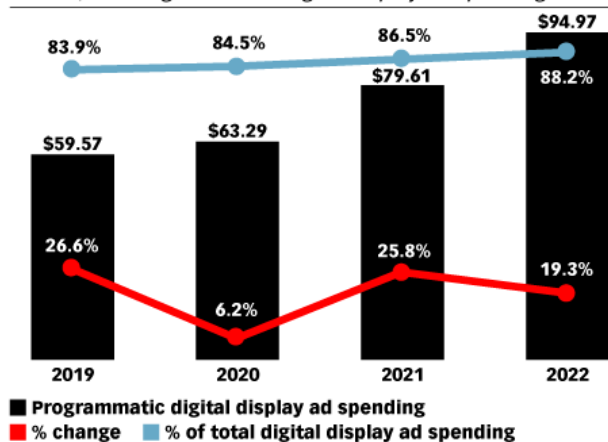
**AUDIO** |

**Nicole Perrin**

"Volatility" has been the watchword of the pandemic in regards to programmatic display ad buying. Nicolas Bidon, CEO of Xaxis, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what the programmatic media firm has experienced in recent months, and what's coming as targeting and attribution challenges mount.

## US Programmatic Digital Display Ad Spending, 2019-2022

billions, % change and % of digital display ad spending



Note: digital display ads transacted and 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 Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices  
Source: eMarketer, July 2020

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