

Here's where US marketers plan to increase mobile ad spending

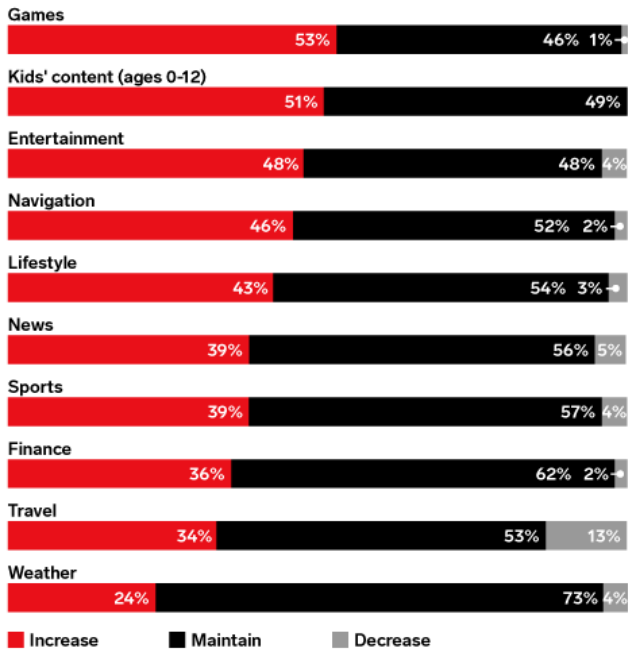
Article

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More than half of US agency and marketing professionals planned on increasing their mobile ad spending on **gaming** and **kids' content** as of December 2020. Spending in other areas like **finance**, **travel**, and **weather** will likely remain stable.

How Do US Agency/Marketing Professionals Plan to Change Their Mobile Ad Spending for Select Content Types?

% of respondents, Dec 2020



Note: over the next 6 months; numbers may not add up to 100% due to rounding
Source: Advertiser Perceptions, "Mobile Advertising Report," May 7, 2021

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