

Podcast | How B2Bs Spend Their Digital Ad Dollars

Audio



In the latest episode of "Behind the Numbers," eMarketer's Jillian Ryan and Oscar Orozco break down estimates for B2B digital ad spending, and some of the market's key drivers.

US Digital B2B Ad Spending, Desktop/Laptop vs. Mobile, 2015-2019

billions and % change

	2015	2016	2017	2018	2019
Desktop/laptop	\$2.20	\$2.42	\$2.76	\$3.32	\$3.81
—% change	8.8%	10.2%	13.8%	20.4%	14.7%
Mobile	\$0.71	\$1.04	\$1.34	\$1.80	\$2.27
—% change	63.4%	47.8%	28.4%	34.1%	26.2%

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; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, Dec 2018

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