

US B2B display ad spending share is poised to blast past search ads

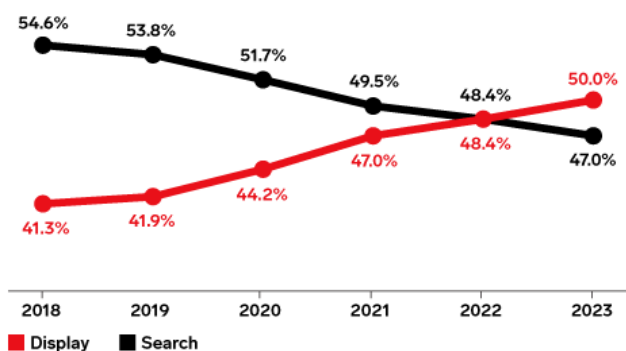
Article

The forecast: Display ads like banners and graphics, which have historically been less of a priority than search ads for B2B marketers, took up a greater share of US ad spending than ever before in 2020. This year, that share will continue to grow for display ads, and by 2021 display ads will surpass search ads.

- B2B ad spending is still growing for both search and display. In 2020, B2B search spending grew **27.3%**. This year it will grow almost **20%** to **\$5.36 billion**.
- Display ad spending is growing even faster, up nearly **40%** in 2020 and posed to grow by **32.6%** in 2021 to hit **\$5.09 billion**.

US B2B Display vs. Search Ad Spending Share, 2018-2023

% of B2B digital ad spending



Note: display 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 banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets; search includes advertising that appears based on specified keywords or search terms in response to a user's query; includes paid listings, paid inclusion, and contextual text links; examples include text ads in Google search results, Product Listing Ads in Google search results, and Amazon Sponsored Products and Sponsored Brands; includes advertising that appears on desktop and laptop computers, as well as mobile phones, tablets, and other internet-connected devices
Source: eMarketer, July 2021

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What's behind this? Search ads have historically been the favored format for B2B marketers because of the reliability of keyword targeting. Focusing on a small target audience to drive traffic to their websites allows marketers to keep cost per click low. But search ads are losing their dominance as investment in display ads is on the rise on platforms like **LinkedIn**, **Facebook**, **Twitter**, **CTV**, and **audio** increases.

As reported by eMarketer principal analyst at Insider Intelligence Jillian Ryan in our "**US B2B Advertising Forecast 2021**" report:

- Nearly **4 in 10** US B2B marketers said display advertising was an effective channel for which they planned to increase their budget in the next year, per May 2021 findings from Ascend2 and Wpromote.
- Roughly **3 in 4** B2B marketers worldwide expect to increase their marketing investments in online video and display advertising, according to November 2020 findings from WARC and

Spotify.

Looking ahead: US B2B display ad spending share will continue to soar as spending in this category will surpass **\$7 billion** by 2023.

Insider Intelligence subscribers can learn more about US B2B digital display and search ad spending in our recent report:

Report by Jillian Ryan Jul 29, 2021

US B2B Advertising Forecast 2021

