

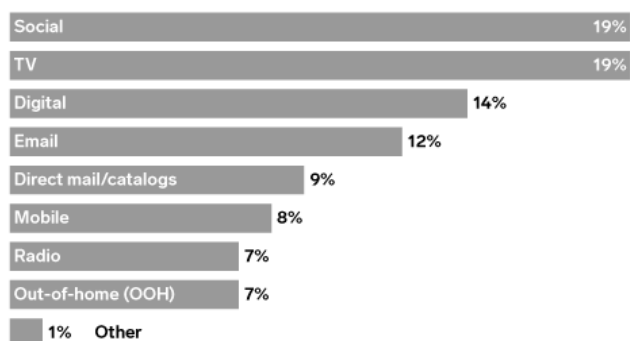
US marketers favor social media and TV for ad spend

Article

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Percent of Their Advertising Budget Allocated to Select Media Channels According to US Marketers, March 2023

% of total



Source: Quad, "The Direct Marketing Revolution 2023," July 5, 2023

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Insider Intelligence | eMarketer

Key stat: US marketers are allocating more of their advertising budget to social media and TV (19% each) than digital (14%), email (12%), and out-of-home (OOH) (7%) media channels, according to Quad. (Respondents could select multiple answers.)

Beyond the chart:

- There's a mismatch between where marketers are putting their ad dollars and where consumers spend their media time. This year, 74.6% of all US ad spending will go to digital media, even though US adults only spend 62.1% of their daily media time with digital, according to our forecast.
- Traditional formats, including TV, radio, and OOH, still make up nearly 40% of US adults' media time, although that figure is declining.
- Marketers may be more drawn to social media over other channels because it has niche targeting capabilities, affordability, and a proven track record of verifiable ROI.

Use this chart:

- Evaluate ad dollars based on how your customers spend their time.
- Identify opportunities to advertise on less-saturated channels.

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Note: Respondents were asked "Thinking about your company's advertising budget, what percentage of your media mix is allocated to each of the following channels? (multi-select)"

Methodology: Data is from the July 2023 Quad report "The Direct Marketing Revolution 2023." 233 US marketers were surveyed online during March 2023. Respondents included C-Level Executives from companies with over 100 employees with at least \$5 million in annual sales.