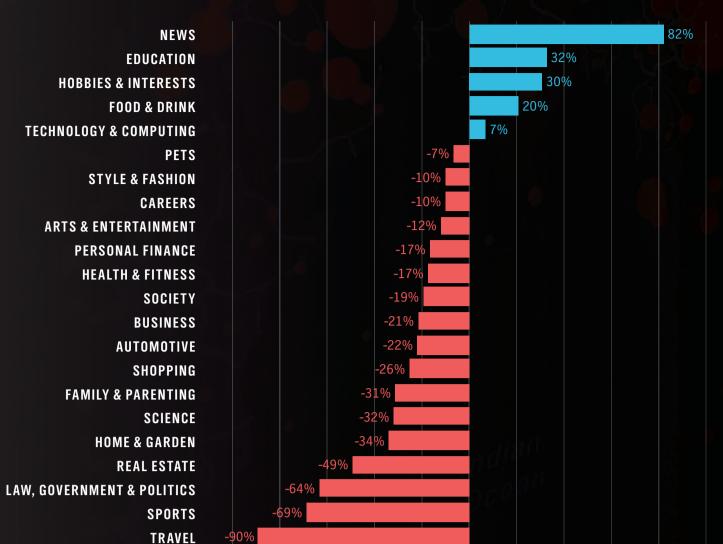
### **PubMatic**

# **IMPACT OF COVID-19 ON GLOBAL AD SPEND**

**MARCH 2020** 



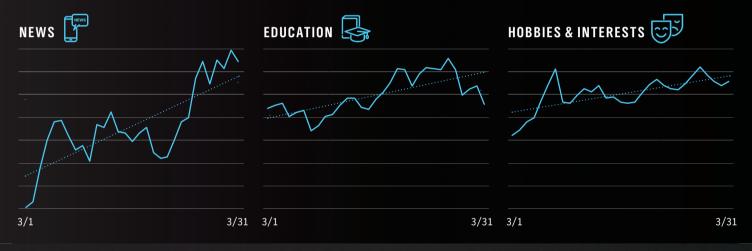
First Week March (1-7) vs. Last Week March (25-31)



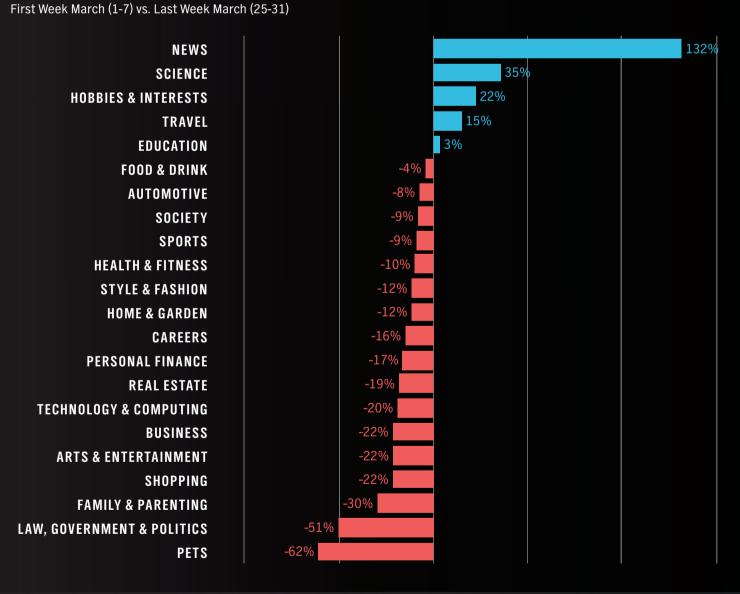
#### **AD SPEND CHANGE BY ADVERTISER CATEGORY - DECREASES**

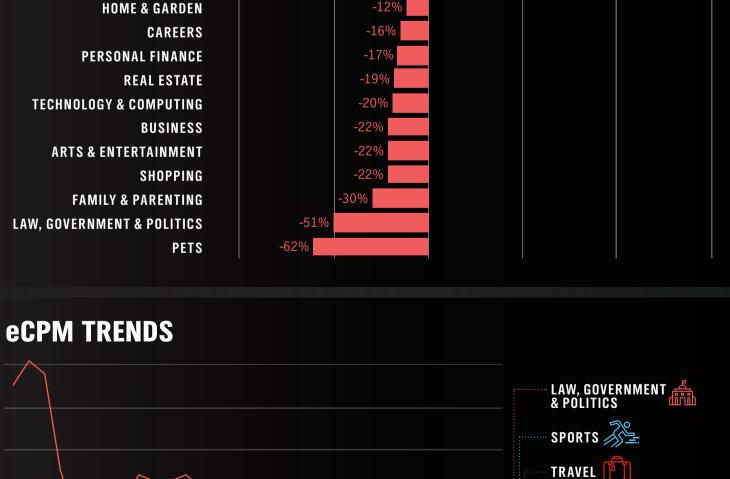


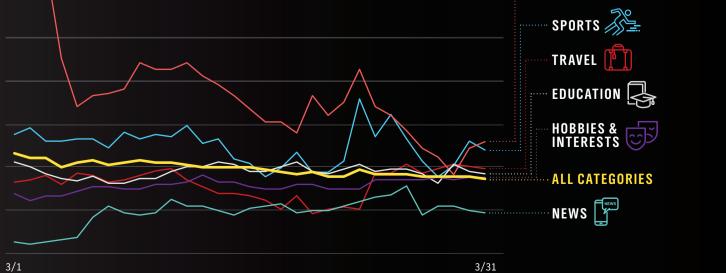
### AD SPEND CHANGE BY ADVERTISER CATEGORY - INCREASES



# **eCPM CHANGE**







PubMatic's data analytics team analyzes over 13 trillion global advertiser bids on a monthly basis, utilizing the company's best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data.

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