IMPACT OF COVID-19 ON GLOBAL AD SPEND
MARCH 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY
First Week March (1-7) vs. Last Week March (25-31)

NEWS
EDUCATION
HOBBIES & INTERESTS
FOOD & DRINK
TECHNOLOGY & COMPUTING
ARTS & ENTERTAINMENT
PERSONAL FINANCE
HEALTH & FITNESS
SALES
SOCIETY
AUTOMOTIVE
FAMILY & PARENTING
SCIENCE
HOME & GARDEN
REAL ESTATE
LAW, GOVERNMENT & POLITICS
SPORTS
TRAVEL

AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES

TRAVEL
SPORTS
LAW, GOVERNMENT & POLITICS

AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES

NEWS
EDUCATION
HOBBIES & INTERESTS

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

eCPM TRENDS

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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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