AD SPEND CHANGE BY ADVERTISER CATEGORY
First Week March (1-7) vs. Second Week April (5-11)

-26% 14% 9% 7% 7% 6%
-5% -14% -19% -20% -27% -29%
-30% -39% -44% -45% -50% -57%
-58% -60% -62% -93%

AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES
First Week March (1-7) vs. Second Week April (5-11)

AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES
First Week March (1-7) vs. Second Week April (5-11)

AD SPEND CHANGE BY PUBLISHER VERTICAL
First Week March (1-7) vs. Second Week April (5-11)

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PubMatic’s data analytics team analyzes over 13 trillion global advertiser bids andencyclopedia in the programmatic buying space, utilizing the company’s best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data.

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