PubMatic’s data analysts have analyzed over 1.6 trillion global advertiser bids on a monthly basis, using four associated vertical categories to measure performance. This report is based on PubMatic-sourced operational data.

*Advertiser category definitions are aligned to IAB’s content taxonomy categories

**While showing increased daily ad spends from Jun 2, the rolling weekly average has declined

© 2020 PubMatic, Inc. All Rights Reserved. PubMatic is a registered trademark of PubMatic, Inc.