



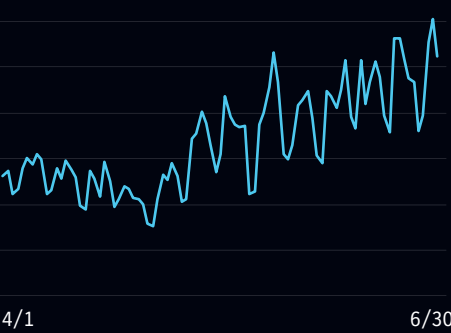
## LARGEST ADVERTISER AD SPEND INCREASES IN Q2, BY CATEGORY

The Pet category, which stayed relatively stable over the course of the global pandemic, saw the fastest ad spend growth within the quarter, with Careers as a close second. Travel also experienced double digit growth during Q2.

PETS 



CAREERS 



TRAVEL 



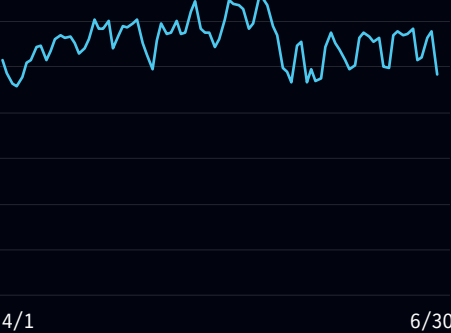
## LARGEST ADVERTISER AD SPEND DECLINES IN Q2, BY CATEGORY

Automotive saw the biggest decline over the quarter, though ad spend began to rebound during June. Health & Fitness followed a similar trajectory. Real Estate ad spend was much more volatile, though ad spend was relatively flat from April to June.

AUTOMOTIVE 



HEALTH & FITNESS 



REAL ESTATE 

