

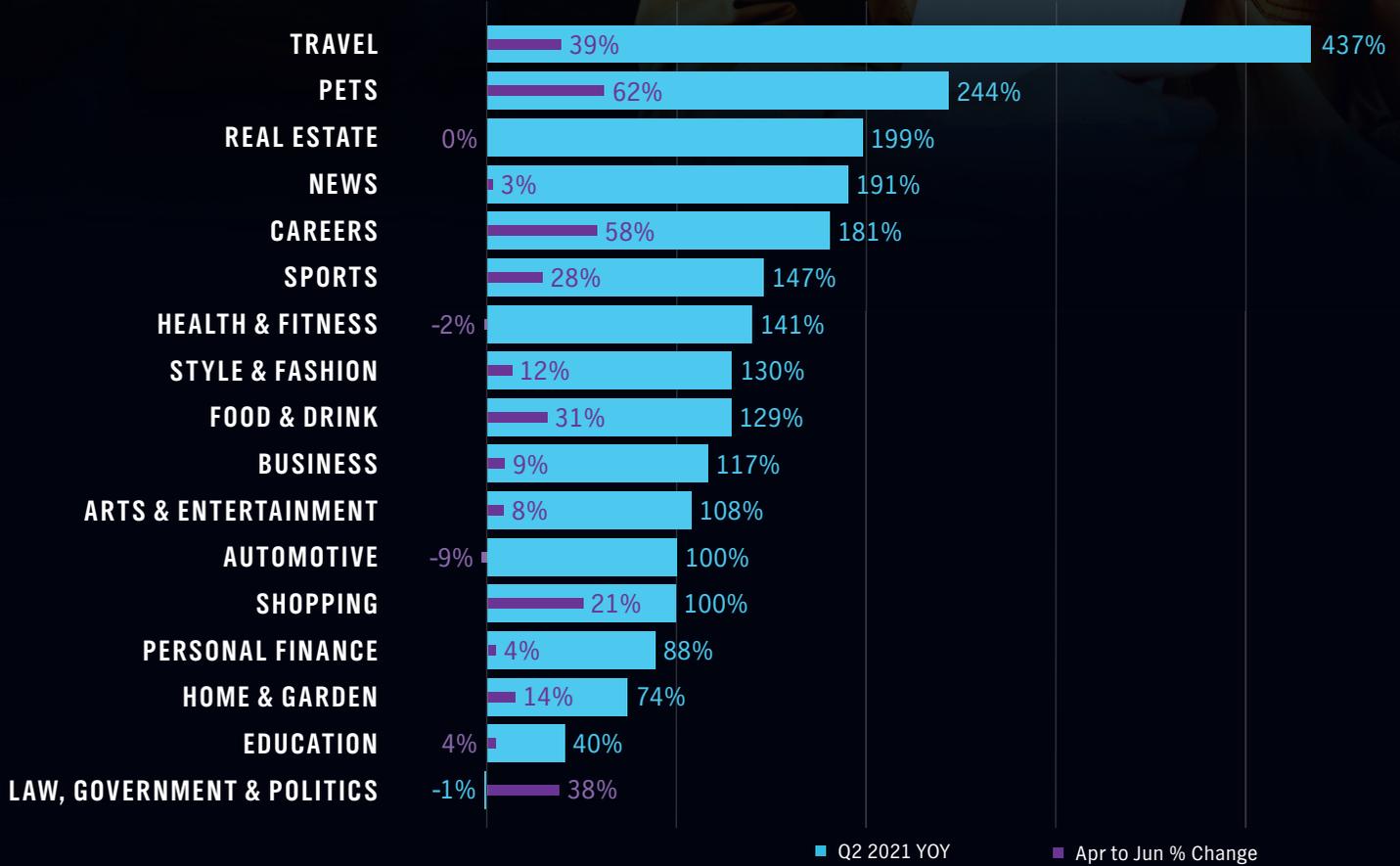
GLOBAL ADVERTISER AD SPEND

Q2 2021

AD SPEND CHANGE BY ADVERTISER CATEGORY

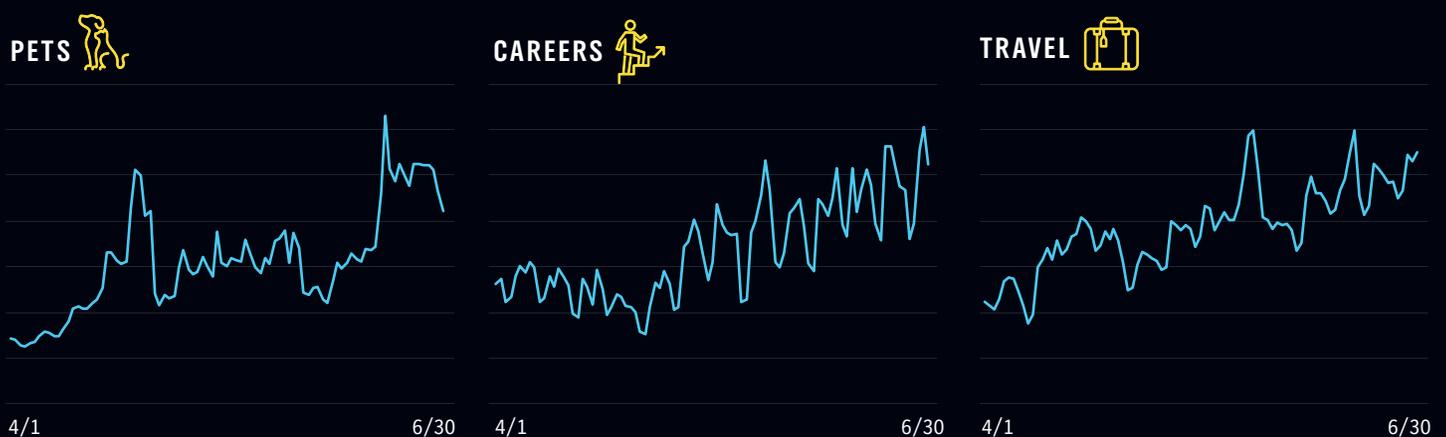
Q2 2021, YOY

Ad spending across nearly all advertiser categories has increased year-over-year, highlighting the global economic recovery following the low point of the coronavirus impact in Q2 2020. Travel experienced a strong resurgence in Q2; with the highest year-over-year growth and travel ad spend is inching closer to pre-pandemic levels. The one exception is in the Law, Government & Politics category, which is down only slightly from the surge in US Presidential Election spending a year ago.



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.



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.

