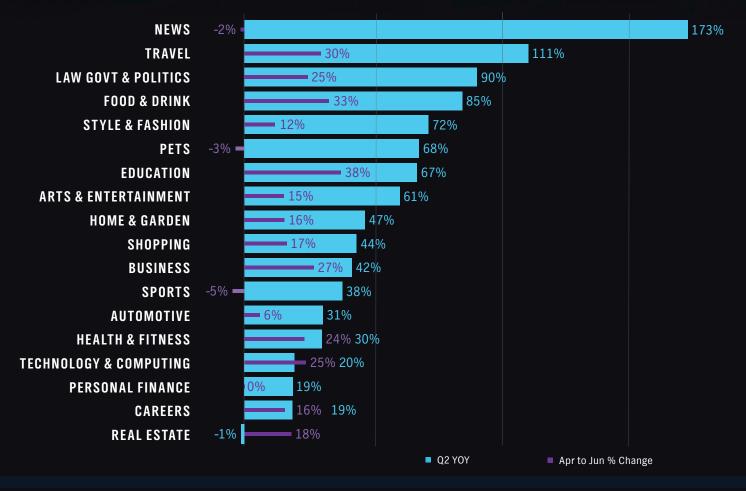
PubMatic

GLOBAL ADVERTISER AD SPEND Q2 2022

AD SPEND CHANGE BY ADVERTISER CATEGORY

Q2 2022, YOY

Q2 global ad spend grew 41% over last year and expanded in almost every advertiser category. Real estate ad spending dipped slightly as the market adjusts to elevated interest rates in the US. News spending, however, topped the growth charts as the Ukrainian/Russian war continues.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

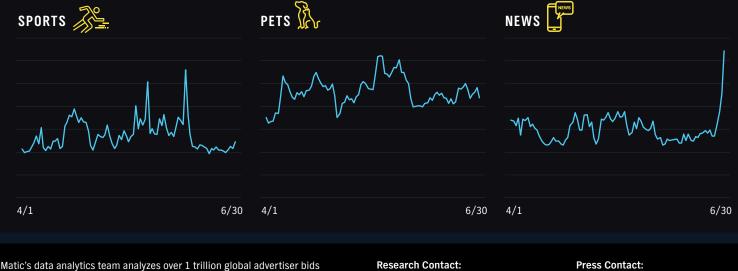
Hospitality spending soared in Q2 growing both YoY and within the quarter. Travel, in particular, continued its notable expansion, more than doubling last year's ad spending while growing 30% within the quarter.

EDUCATION 😽	FOOD & DRINK	TRAVEL 🎦
MM	Jun M	MMM

SMALLEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

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Pets, one of the few categories that continued to grow throughout the global pandemic, is seeing a slight softening this quarter. Overall average ad spending for News also saw a slight decline within the quarter, but spiked sharply during the last two days of Q2.



PubMatic's data analytics team analyzes over 1 trillion global advertiser bids on a daily basis, utilizing the company's best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data. Advertiser category definitions are aligned to IAB's content taxonomy categories.

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