PubMatic

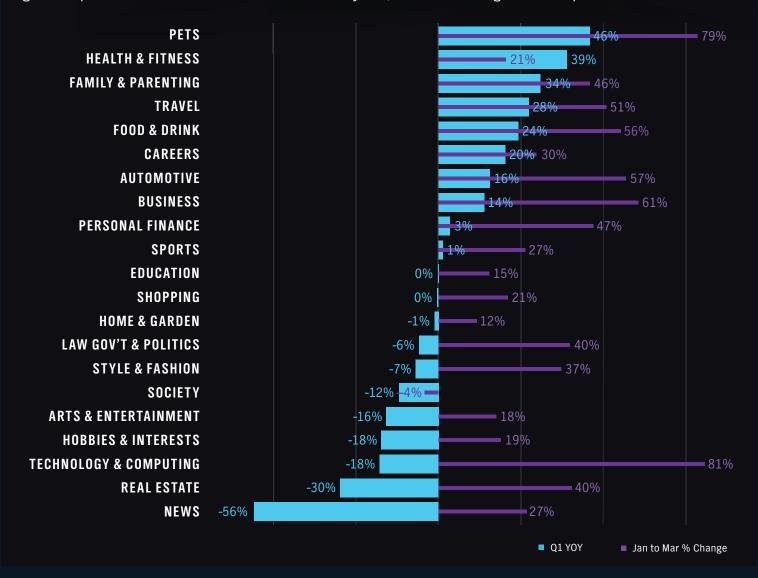
GLOBAL ADVERTISER AD SPEND

Q1 2023

AD SPEND CHANGE BY ADVERTISER CATEGORY

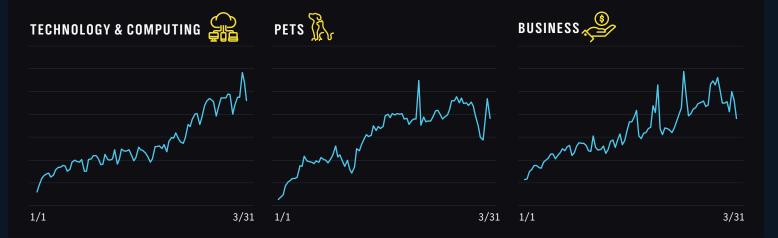
Q1 2023, YOY

Global ad spend stayed relatively soft in Q1 — growing slightly over last year, but picked up strong growth within the quarter, with a 40% increase between Jan to Mar. Pets and Health & Fitness, both of which continued to grow despite economic downturns over the last few years, saw the fastest growth this quarter.



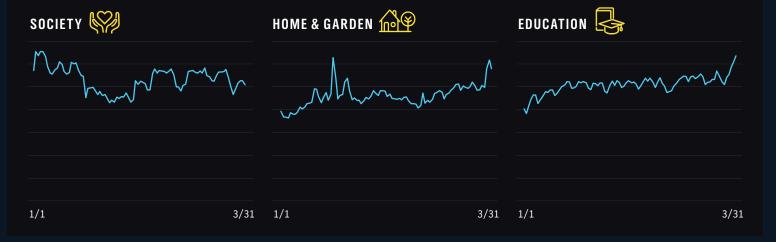
LARGEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

While Technology & Computing ad spend declined year-over-year, it saw the most rapid growth within the quarter — rising 81% between January and March.



SMALLEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

Every advertiser category grew during Q1, except for Society, which includes relationship-fostering advertising, dipped both YoY and during the quarter. While Home & Garden and Education were the slowest to grow relative to other categories, they still saw double digit increases within Q1.



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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