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.