Global ad spend grew 6% over last year—with growth accelerating as the quarter progressed. Pets, again, saw the largest growth year-over-year in Q2. Real estate saw a resurgence in ad spend after declines year-over-year over the last few quarters.

LARGEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

While Pets had the largest growth year-over-year, it also saw the most rapid growth within the quarter. A seasonal rise in temperatures within NA, EU and parts of APAC served as a boon for Food & Drink ad spending in Q2.

SMALLEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Hobbies, News and Society all had the largest declines in ad spending within the quarter. These categories also saw year-over-year declines both in Q1 and Q2 of 2023.