## **PubMatic**

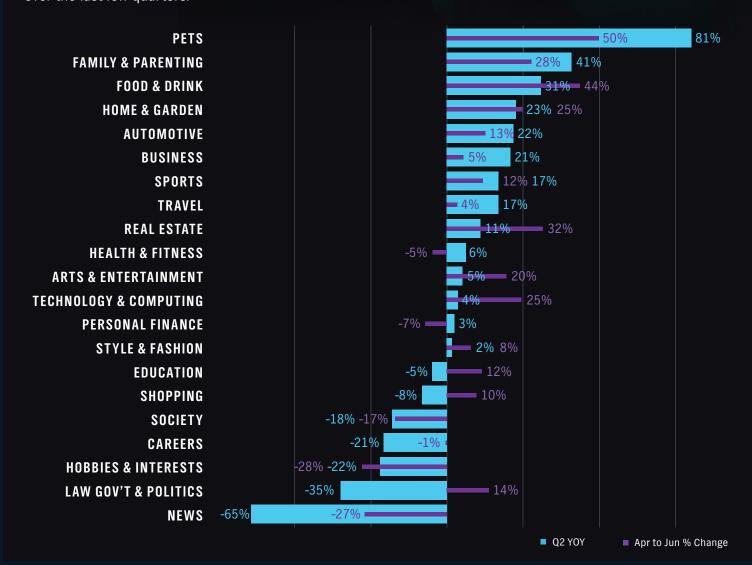
# **GLOBAL ADVERTISER AD SPEND**

Q2 2023

#### **AD SPEND CHANGE BY ADVERTISER CATEGORY**

Q2 2023, YOY

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.



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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