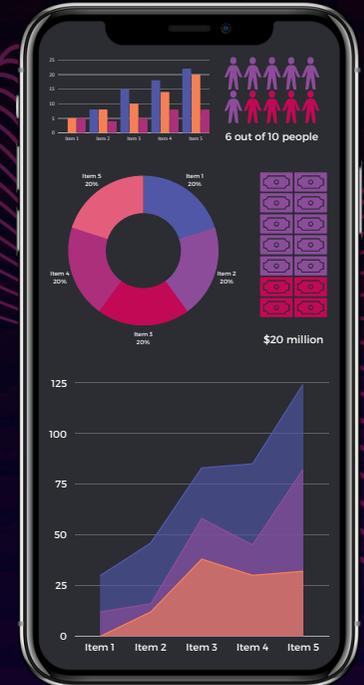


PROGRAMMATIC AD SPENDING





Real-Time Bidding (RTB):



Real-time bidding is a significant part of programmatic advertising. It accounts for over 80% of programmatic ad buying and selling.



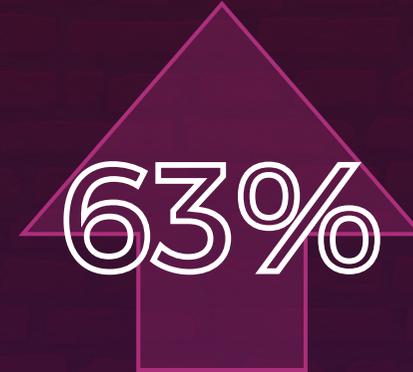
Ad Fraud:



Despite its advantages, programmatic advertising faces challenges, including ad fraud. It is estimated that ad fraud costs the industry around \$5.8 billion annually.



Data-Driven Targeting:



Around 86% of marketers find programmatic advertising valuable for its data-driven targeting capabilities. Nearly 63% of marketers use programmatic for better audience targeting.



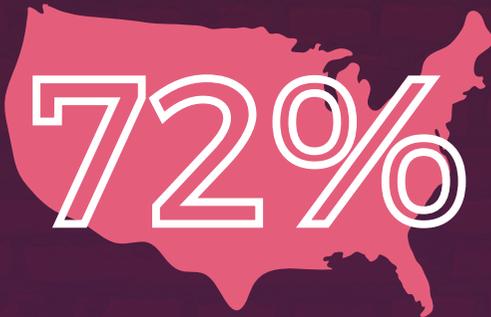
Global Programmatic Ad Spending:



In 2022, global programmatic advertising spending is projected to reach \$134.16 billion. This spending is expected to grow by 21% compared to the previous year.



Digital Ad Spending:



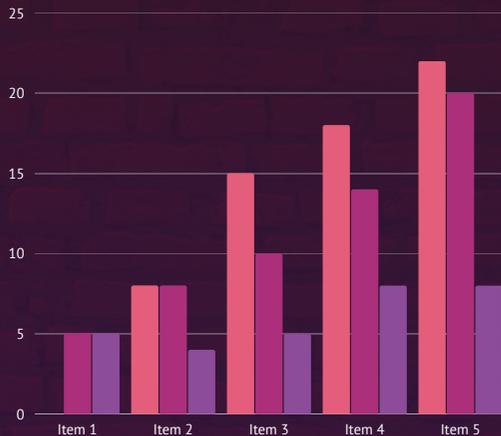
Programmatic advertising constitutes a significant portion of digital ad spending, accounting for approximately 72% of all digital display ad spending in the United States.



Mobile Programmatic Ads

90%

Over 90% of mobile display ads are traded programmatically.



Mobile programmatic ad spending is expected to reach \$86.28 billion in 2022.



Video Advertising

88%

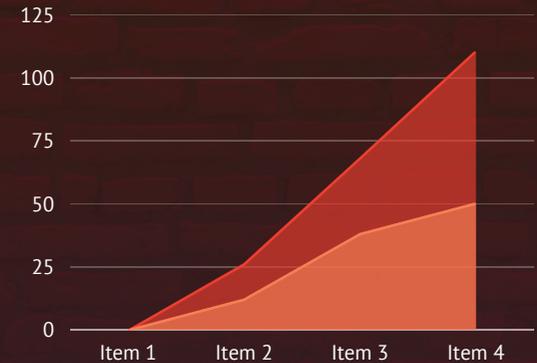
Programmatic video advertising is on the rise, with 88% of US digital video ad dollars spent programmatically.

\$43.9B

By 2023, programmatic video ad spending is projected to reach \$43.9 billion.



Programmatic Audio Ad



Programmatic audio advertising is gaining traction.



In 2021, programmatic audio ad spending in the United States reached \$6.5 billion.