Despite the deceleration in overall digital ad spending growth this year, US programmatic digital display is weathering the coronavirus pandemic and related recession.
US programmatic digital display ad spending will grow this year, albeit at a depressed rate of 6.2%, we forecast.

Buoyed by spending on mobile, video and programmatic direct transactions, programmatic will account for 84.5% of all digital display ad spend this year. Its growth is expected to recover in 2021, with spending reaching $79.61 billion.

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US Programmatic Digital Display Ad Spending Will Grow Despite Pandemic-Related Recession