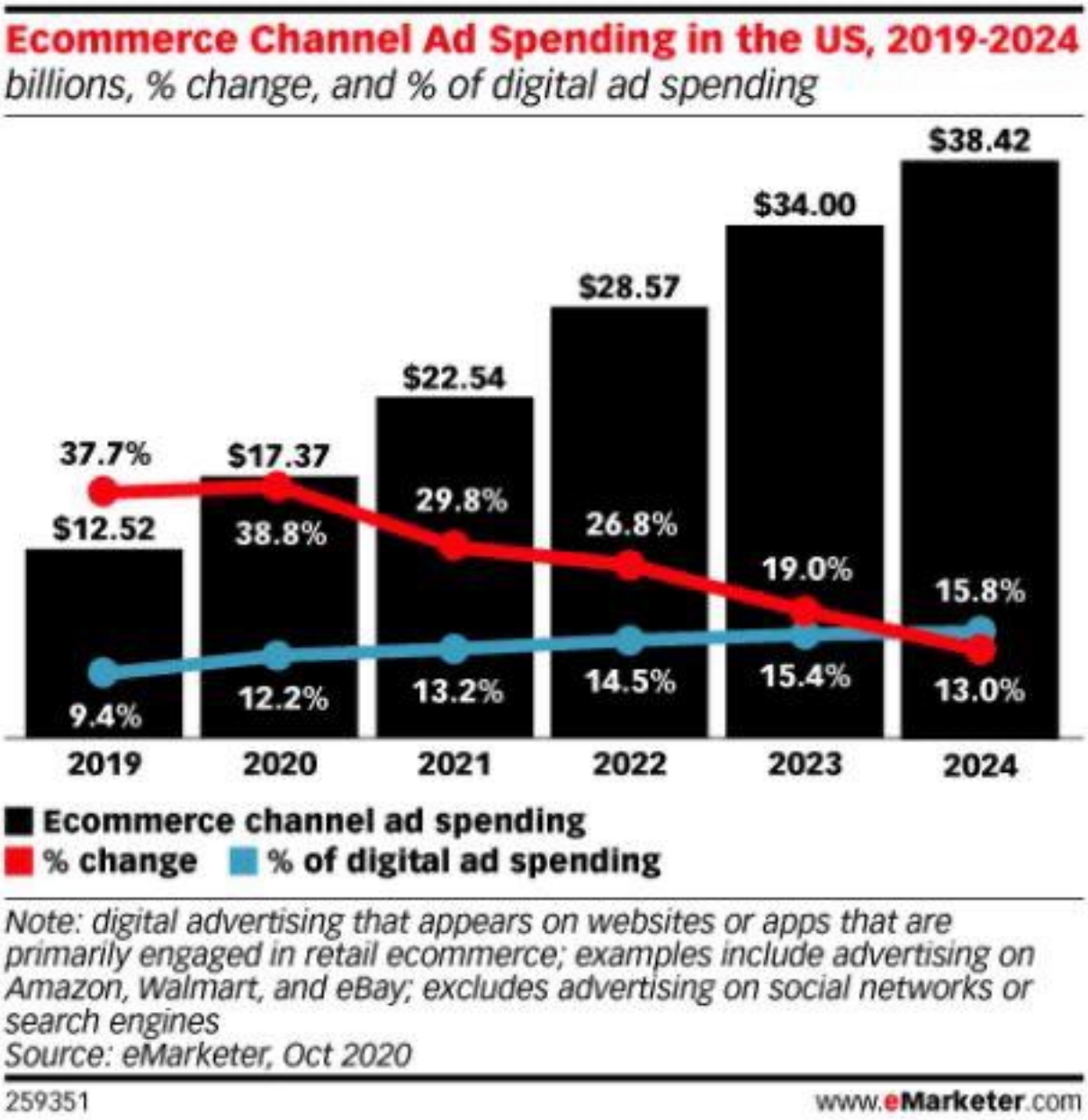
Ecommerce Channel Ad Spending in the US, 2019-2024
billions, % change, and % of digital ad spending
$12.52
$17.37
$22.54
$28.57
$34.00
$38.42
37.7%
38.8%
29.8%
26.8%
19.0%
15.8%
9.4%
12.2%
13.2%
14.5%
15.4%
13.0%
2019
2020
2021
2022
2023
2024
Ecommerce channel ad spending
% change
% of digital ad spending
Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines
Source: eMarketer, Oct 2020
259351
www.eMarketer.com

Pulsa sobre la imagen para descargar