2022
STATE OF PROGRAMMATIC
Trends Report

the mediagrid
ENGINEERED BY IPONWEB
Changing consumer habits as a result of COVID-19 coupled with a rapidly evolving global privacy landscape are driving a seismic shift in digital advertising. As the dominant method for executing digital buys, programmatic, too, is experiencing simultaneous rapid expansion and disruption.

The remainder of 2022 will undoubtedly present exciting challenges and opportunities for marketers and publishers alike as new and emerging formats shift increasingly to programmatic, and teams on both sides start to confront the reality of a digital world without third-party cookies.

This guide is a collection of market research, data, trends, and forecasts, compiled to help buyers and sellers understand the changing landscape and future-proof their own programmatic strategies.
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Growth of Programmatic
Digital increases its dominance as percent of total global ad spend

Global digital ad spend is forecast to reach USD $408.4 billion in 2022, accounting for a 55.5% share of total global ad spend.

This number is predicted to increase to 59.4% by 2024.
US digital ad spend continues to grow, but signs of slowing are ahead

The US digital ad market will reach $240 billion in 2022 and surpass $300 billion by 2025, making up more than three-quarters of total US ad spend.

Source: eMarketer, Oct 2021
Mobile’s share of ad spend soars, nearly doubling since 2018

Mobile ad spend surged 37% in 2021 after a three-year trend of decelerating growth: 13% growth in 2020 vs. 24% in 2019 vs. 40% growth in 2018.

In 2021, mobile accounted for nearly 75% of total digital ad spend.

**Digital ad spending growth: mobile vs. desktop**

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile</th>
<th>Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$30.1</td>
<td>$1.6</td>
</tr>
<tr>
<td>2012</td>
<td>$33.2</td>
<td>$3.4</td>
</tr>
<tr>
<td>2013</td>
<td>$35.7</td>
<td>$7.1</td>
</tr>
<tr>
<td>2014</td>
<td>$37.0</td>
<td>$12.5</td>
</tr>
<tr>
<td>2015</td>
<td>$38.9</td>
<td>$20.7</td>
</tr>
<tr>
<td>2016</td>
<td>$35.9</td>
<td>$36.7</td>
</tr>
<tr>
<td>2017</td>
<td>$38.2</td>
<td>$50.1</td>
</tr>
<tr>
<td>2018</td>
<td>$37.6</td>
<td>$69.9</td>
</tr>
<tr>
<td>2019</td>
<td>$37.9</td>
<td>$86.7</td>
</tr>
<tr>
<td>2020</td>
<td>$41.5</td>
<td>$98.3</td>
</tr>
<tr>
<td>2021</td>
<td>$54.2</td>
<td>$135.1</td>
</tr>
</tbody>
</table>

Source: IAB, PwC
Growth in programmatic spend nearly doubles during pandemic

Programmatic experienced explosive growth in 2021, driven largely by simultaneous booms in at-home digital media consumption (especially across CTV and gaming) and online shopping. With so much uncertainty, advertisers also appreciated the extra layer of campaign controls available to them through programmatic buying platforms.

Although growth in programmatic spend will slow in 2022, advertisers will still spend a healthy $123.22 billion, representing more than 90% of total digital display.

Source: eMarketer, Nov 2021
Programmatic is the dominant channel across all devices

Mobile continues to outpace other devices in terms of share of ad spend transacted programmatically, but CTV is shifting in that direction rapidly. Interestingly, desktop display is moving slightly toward more direct buying, perhaps in a flight to inventory quality and a desire from buyers to secure premium supply directly from preferred publishers.

Source: eMarketer, Nov 2021
Video to surpass half of programmatic display ad spend

2022 marks the first year that video will surpass non-video formats in programmatic ad spending. Almost 9 in 10 of all digital video ad dollars will transact programmatically for the next few years.

Source: eMarketer, Nov 2021

US Programmatic Video Ad Spending, 2019–2023
Billions, % change, and % of total programmatic digital display ad spending

<table>
<thead>
<tr>
<th>Year</th>
<th>Programmatic Video Ad Spending</th>
<th>% Change</th>
<th>% of Total Programmatic Digital Display Ad Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$26.24</td>
<td>42.8%</td>
<td>42.6%</td>
</tr>
<tr>
<td>2020</td>
<td>$35.18</td>
<td>46.9%</td>
<td>45.5%</td>
</tr>
<tr>
<td>2021</td>
<td>$52.17</td>
<td>49.2%</td>
<td>48.3%</td>
</tr>
<tr>
<td>2022</td>
<td>$62.96</td>
<td>51.1%</td>
<td>51.1%</td>
</tr>
<tr>
<td>2023</td>
<td>$74.88</td>
<td>52.7%</td>
<td>52.7%</td>
</tr>
</tbody>
</table>
Active growth in native display ad spend stabilizes after pandemic surge

Programmatic spend on native formats saw a 40% surge in 2021, which will slow to a still impressive 15.9% in 2022. Experts predict that the US native display ad market has reached maturity, noting the most prominent device type (mobile), buying method (programmatic) and ad medium (social) in which native ads are consumed will not drastically change in the foreseeable future.

Native Programmatic Display Ad Spending
US, 2019–2023

Source: eMarketer, Dec 2021
Programmatic priorities focus on engagement and efficiency

Increasing viewability is still tops on most digital media buyers’ list of programmatic priorities. Cleaning up the supply chain and finding ways to boost customer engagement were close behind.

Top Programmatic Advertising Priorities in Next 12 Months
% selecting each within their top 3

- Increase viewability: 40%
- Increase consumer engagement: 37%
- Maximize supply path efficiency/efficacy: 36%
- Enhance transparency in supply chain: 32%
- Shift to advanced contextual targeting: 28%
- Reduce brand risk: 28%
- ROI measurement and attribution: 26%
- Pivot to first-party data for audience targeting: 24%
- Reduce ad fraud: 24%

Source: MarketingCharts, Dec 2021
Connected TV
CTV spend is growing the entire programmatic pie

CTV is fast becoming the primary driver behind the tremendous growth in programmatic spend, accounting for more than $1 in every $5 spent on programmatic video, and one-tenth of total programmatic digital display.

US Connected TV (CTV) Programmatic Display Ad Spending, 2019–2023
Billions, % change, and % of total programmatic digital display ad spending

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Total Programmatic Digital Display Ad Spending</th>
<th>CTV Programmatic Display Ad Spending</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>5.6%</td>
<td>$3.44</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>7.5%</td>
<td>$5.64</td>
<td>64.3%</td>
</tr>
<tr>
<td>2021</td>
<td>9.7%</td>
<td>$10.29</td>
<td>82.4%</td>
</tr>
<tr>
<td>2022</td>
<td>11.6%</td>
<td>$14.33</td>
<td>39.2%</td>
</tr>
<tr>
<td>2023</td>
<td>13.5%</td>
<td>$19.11</td>
<td>33.4%</td>
</tr>
</tbody>
</table>

Source: eMarketer, Nov 2021
80% of US households reachable by CTV

Growth in Connected TV ad spend has been propelled by a surge in CTV inventory and increased CTV penetration. The pandemic boosted time spent with streaming video, leading media companies to funnel money into new streaming services.

As a result, more than 80% of US households were reachable by CTV at least once per month in 2021, creating a new mass media addressable channel for marketers.

Source: eMarketer, Sept 2021
Younger generations are driving CTV growth

Nearly half of millennials and 34% of Gen Zers in the US reported renewing a streaming video subscription within a year of canceling it.

**US Teens/Adults Who Have Cancelled and Re-subscribed to theSame Streaming Video Service, by Generation, Aug 2021**

<table>
<thead>
<tr>
<th>Generation</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (14-24)</td>
<td>34%</td>
</tr>
<tr>
<td>Millennials (25-38)</td>
<td>47%</td>
</tr>
<tr>
<td>Gen X (39-55)</td>
<td>25%</td>
</tr>
<tr>
<td>Baby boomers (56-74)</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Note: in the past year*

3 suppliers pull in more than half of all US CTV ad spend

Roku, YouTube, and Hulu together will net almost half of all US CTV ad spend in 2022, with Pluto TV and Tubi accounting for another 10%. All other players battle over the remaining 40%.

Source: eMarketer, Oct 2021
Digital audio popularity is ramping up

The percent of US adults listening to digital audio has more than doubled over the past decade, reaching 176 million people, or 62%. Time spent listening to digital audio accounted for nearly 12% (or 94 minutes) of total media time per day in 2021.

Weekly Online Audio Listening
Total US Population 21+, % listened to online audio in last week

Source: TrinityAudio
Digital audio ad spend tops $6 billion in 2022

Digital audio services, like Spotify and Pandora, saw $5.59 billion in ad spend in 2021. That number is expected to grow through at least 2025, at which point it will represent 40% of total audio ad spend.

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital audio services ad spending</th>
<th>% change</th>
<th>% of total radio + digital audio services ad spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$4.04</td>
<td>12.9%</td>
<td>22.2%</td>
</tr>
<tr>
<td>2019</td>
<td>$4.48</td>
<td>10.9%</td>
<td>24.4%</td>
</tr>
<tr>
<td>2020</td>
<td>$4.82</td>
<td>7.5%</td>
<td>32.5%</td>
</tr>
<tr>
<td>2021</td>
<td>$5.59</td>
<td>16.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td>2022</td>
<td>$6.21</td>
<td>11.0%</td>
<td>34.3%</td>
</tr>
<tr>
<td>2023</td>
<td>$6.76</td>
<td>9.0%</td>
<td>36.4%</td>
</tr>
<tr>
<td>2024</td>
<td>$7.34</td>
<td>8.5%</td>
<td>38.4%</td>
</tr>
<tr>
<td>2025</td>
<td>$7.89</td>
<td>7.5%</td>
<td>40.3%</td>
</tr>
</tbody>
</table>

Source: eMarketer, March 2021
The audience for podcasts is growing faster than the digital audio category

Edison and Triton estimated the portion of the US population that listens to at least one podcast each month nearly doubled in the past five years, from 21% in 2016 to 41% in 2021. Following suit, US advertisers will spend $1.33 billion on podcast ads this year, a 38.7% year-over-year increase.

Source: eMarketer, Oct 2021
Programmatic is set to gain momentum in audio

Programmatic spending in digital audio topped $1 billion in 2021, growth that is expected to continue at least through the end of 2023.

US Programmatic Digital Audio Services Ad Spending, 2018–2023 (billions)

Note: digital audio services ads transacted or fulfilled via automation

Source: eMarketer, March 2021
Third Party Cookies
3rd-party cookies are going away in 2023. Marketers are still not fully prepared.

81% of companies say they have either complete or substantial dependence on 3rd-party cookies, and that they would be seriously harmed by losing access.

55% of marketers say they are not fully prepared for the imminent cookieless world.

42% of companies predict that the impending changes will lead to lower ROI on ad spend and decreased ability to measure campaign efficiency.
Could collaboration be the key to solving the addressability challenge?

There is broad agreement that there’s no silver bullet when it comes to replacing the third-party cookie, though many marketers see opportunity in data collaboration initiatives. 60% of marketers across the US think having multiple solutions will be required to replicate all the functionality they currently get today from 3rd-party cookies.

Approaches for readiness of third-party cookie deprecation – no silver bullet

- 42%: 1st Party Data Ecosystems/Co-ops
- 43%: New Features in Web Browsers
- 39%: Data Clean Rooms
- 38%: Contextual Advertising
- 48%: Data Collaboration

Source: Adobe
Impending cookie deprecation will drive investment in content and contextual

A growing number of marketers feel that the coming shift has provided the opportunity to differentiate through first-party data and the quality of content. Marketers are launching registration walls, widening user data pools, segmenting audiences and expanding the use of contextual targeting to build out their first-party data infrastructures. At least 51% of marketing professionals are investing more in contextual targeting, while 43% of advertisers say they’re optimistic about the future of this method.

Source: AdWeek, Digiday
ID resolution solutions are more important than ever with no signs of slowing down

Spending on identity solutions will reach $8.2 billion by 2024 in the US, and €4.1 billion in Europe.

Source: Winterberry Group
Continued growth and evolution in the identity space

The identity landscape is heating up, with dozens of familiar logos throwing their hat in the ring. This has resulted in more than 100 proprietary alternative ID solutions, all offering a unique approach and methodology to enabling addressability, and all competing for publisher and marketer attention.
Consumer Privacy
Evolution of consumer privacy

The evolution of privacy has shifted tremendously as consumers have become increasingly more careful about sharing data. As a result, regulators have ramped up privacy requirements and data protections, creating personalization and measurement challenges for marketers.

- **May 25, 2018**: General Data Protection Regulation (GDPR) goes into effect in EU
- **January 1, 2020**: California Consumer Privacy Act (CCPA)
- **April 26, 2021**: Apple’s AppTracking Transparency (ATT) Framework goes into effect
- **September 3, 2020**: Apple announced plans to restrict access to IDFA
- **March of 2021**: Google announced blocking of third-party cookies in its popular Chrome browser
- **2023**: Google pushes end of third-party cookies to 2023
CMOs are taking action to manage consumer privacy

On average, marketing leaders report that protecting the privacy of their customers falls squarely under their job description and high on their priority list. Deloitte surveyed 320 top marketers and asked what actions their companies were taking in the wake of third-party cookies disappearing. There were their responses:

- **50.5%** Invested in innovations to engage with customers directly
- **58.3%** Created a stronger data strategy to capture better information
- **32.3%** Reduced internal data silos to generate a more complete view of consumers
- **30.2%** Invested in customer data platform (CDP) that offers better information about the customer journey

Source: Deloitte CMO Survey, 2022
Apple privacy changes drive spend toward Android

In mid 2021, Apple released version 14.5 to its popular iOS operating system, requiring all apps to ask users for permission to be tracked.

In average, only 21% of users are opting in, limiting ad measurability and ROI in iOS environments.

39% of mobile advertisers said Apple’s privacy moves hurt their revenues in 2021. 75% said that Apple’s changes put the future of their businesses at risk and 55% said that mobile marketing was more difficult in 2021 than in the previous year.

As a result, 59% of mobile marketers shifted their budgets from iOS to Android.

Source: Statista, Tenjin
Estimated losses in the wake of IDFA

Apple’s iPhone IDFA privacy upgrade cost Facebook, YouTube, Twitter, and Snap nearly $10 billion in ad revenue. Facebook, YouTube, Twitter, and Snap collectively lost 12% of their advertising revenues in Q3 and Q4 of 2021 from users choosing to opt out of ad tracking on Apple devices.

$10 billion
Privacy upgrade cost in ad revenue

12%
Ad revenue loss in Q3 and Q4

Source: Financial Times
Growth in Gaming
Gaming snapshot

Gamers range in age from children under 18 to post-Boomers 70 and up. **68%** of American adults (163.3 million) are gamers, while **70%** of American kids aged 18 and below (or 51.1 million) are gamers, too.

Age-wise, 18- to-25 year-olds record longest daily gameplay, with **6.56** hours. 60+-plus gamers clock in with shortest gameplay at **2.58** hours.

Gamers worldwide spent an average of 6.33 hours a week playing video games in 2020, a considerable **11% drop** from 2019's 7.11 hours. Male video gamers clocked in **6.84** hours each week compared to **5.8** hours for female gamers.

The gender split has a slight skew in favor of male gamers at a **59%** to **41%** ratio in the US. The average gamer age is **34** years for men and **36** years for women.

There were **2.69 billion** video game players worldwide in 2020. The figure will rise to **3.07 billion** in 2023 based on a 5.6% year-on-year growth forecast.

Source: Finances Online
Mobile gaming is a channel to watch

With more than 3 billion people playing mobile games worldwide, the mobile gaming market grew 4.4% in 2021 to $90.7 billion in consumer spend on games and in-game purchases.

- 3.1 bn mobile gamers
- 4.4% market growth
- $90.7 bn in consumer spend on mobile games

Source: AdExchanger, 2021
US gaming video content ad revenues normalize post pandemic surge

Ad spend is expected to hit $2.61 billion in 2022, rising to $3.28 billion by 2024.
In-game advertising growth is accelerating

The in-game advertising market share is expected to increase by USD $3.54 billion from 2020 to 2025, and the market's growth momentum will accelerate at a CAGR of 16%.

Source: Technavio
Programmatic is growing gaming

Growth of in-game advertising is fueled by broader availability of programmatic options, third-party verification for in-game advertising performance and an increase in the availability of in-game inventory. 81% of media buyers will maintain or increase in-game advertising spend over the next 12 months, with 93% of media buyers intending to run some form of in-game advertising by 2025.

81% of media buyers will maintain or increase in-game advertising spend

93% of media buyers intend to run some form of in-game advertising by 2025

Source: The Drum
Gamers are ready for in-game advertising

Over two-thirds of US gamers would welcome more advertising into their games. Among those gamers, mobile in-game ads remains most popular (78%), but console (57%) and PC (54%) are catching up. Nearly one in four (23%) of US mobile gamers say they have been influenced by an in-game ad to make a purchase “several times.”

Have US Mobile Gamers Ever Been Influenced to Make a Purchase by an In-Game Mobile Ad?
% of respondents, May 2021

- 23% Yes, several times
- 14% Yes, once
- 59% No
- 3% Don’t know

Source: eMarketer, May 2021 & Anzu
More education is needed around in-game infrastructure and ad formats

One out of five media buyers cited a lack of understanding as the biggest reason they were not investing in in-game advertising, while 31% are unsure how to go about building their in-game presence.

1 out of 5 media buyers cited a lack of understanding as a biggest reason they were not investing in in-game advertising.

31% of media buyers are unsure how to go about building their in-game presence.

Source: AdMix
Ad Fraud
Fraud still an issue for marketers

Nearly 18% of all internet traffic can be attributed to nonhuman bots.

Source: Forbes
Marketers spending more to compensate for ad fraud

69% of brands spending $1 million per month reported that at least 20% of their budgets were being lost to digital ad fraud; 70% of these companies reported that they were actually planning to increase their advertising budget to compensate for the loss.

Source: Forrester
Bots are mimicking human behavior to evade detection

Up to 25% of all mobile advertising IDs (MAIDs) sold in the U.S. data market are invalid. Of every 1 billion device identifiers sold in the U.S., 21% of hashed emails (MD5s) are linked to more than 10 MAIDs, indicating potential non-human behavior. 2% of consumer IP addresses and 1.1% of email MD5s sold in the U.S. are invalid.

Source: BDEX
Ad fraudsters are following the money and picking up steam

69% of brands spending $1 million per month Ad fraud costs the marketing industry an estimated $51 million per day, and these losses are likely to increase to $100 billion annually by 2023. Having no systems or processes in place to prevent ad fraud will reduce ROAS by 6%, while simultaneously increasing acquisition costs (CAC) by 5%. Ad fraud drains ad budgets rapidly, which means these seemingly small percentages have a huge impact on an advertiser’s ROI.

B2B companies with a fraud prevention function outperform their competitors with reductions of CAC

B2B companies with a fraud prevention function outperform their competitors with increases of ROAS

Source: BDEX
CTV ad fraud schemes cost publishers $144M a year

According to DoubleVerify, which detected and shut down several CTV fraud schemes in 2021, CTV publishers stood to lose an average of $144M annually due to blocked fraudulent impressions, a number which is sure to grow as spend in CTV increases in the coming years.

Source: DoubleVerify
SPO, Media Quality, and Deals
Marketers are getting serious about SPO strategy

Efficiency and safety top the list of reasons marketers are embracing Supply Path Optimization.

- **17%**: Obtaining transparency into SSP fees
- **29%**: Reducing the risk of fraud and brand safety issues
- **13%**: Increasing buying power by buying on fewer SSPs
- **2%**: Other
- **38%**: Reducing overall supply chain fees by reducing intermediaries

Source: AdExchanger
Supply is becoming a value differentiator

Curated marketplaces are creating opportunities for media buyers to be in greater control of their inventory and supply strategies.

52% of marketers said making sure brands appear in trusted and premium environments is a must-have for their supply strategy, creating a flight to quality and a boon for agency-curated marketplaces.

Source: Xandr
Viewability remains high across formats and devices

Continued marketer focus on viewability is paying off. Average viewability rates consistently hover above 70% across the majority of formats and devices, with the more premium formats, such as in-app video and CTV, achieving more than 90% viewability on average in 2021.

Worldwide Viewability by Format

<table>
<thead>
<tr>
<th>Format</th>
<th>H2 2020</th>
<th>H2 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Display</td>
<td>68.8%</td>
<td>70.1%</td>
</tr>
<tr>
<td>Desktop Video</td>
<td>73.6%</td>
<td>74.8%</td>
</tr>
<tr>
<td>Mobile Web Display</td>
<td>62.9%</td>
<td>65.6%</td>
</tr>
<tr>
<td>Mobile Web Video</td>
<td>73.7%</td>
<td>76.6%</td>
</tr>
<tr>
<td>Mobile App Display</td>
<td>72.1%</td>
<td>77.6%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>93.1%</td>
<td>93.3%</td>
</tr>
<tr>
<td>Mobile App Video</td>
<td>85.5%</td>
<td>92.6%</td>
</tr>
</tbody>
</table>

Source: IAS Quality Impressions, 16th edition
Desktop drives higher video completion rates than mobile

Desktop outperforms mobile environments for video viewership and completion rates consistently across video quartiles. On average, nearly 80% of desktop video plays are watched to completion, vs 72% in mobile web.

Source: IAS Quality Impressions, 16th edition
DSP diversification is on the rise

On average, marketers are claiming they intend to use 6 DSPs in the next 12 months. This number is consistent with 2018 trends but comes in above numbers for the past three years, which hovered between 3 and 3.5 DSPs on average.

Advertisers list the primary benefits of using multiple DSPs as:
→ Differentiated features needed to execute each campaign
→ Accessing DSP-specific audience data
→ Scaling out the reach of campaigns.
SSP use count set to reverse a recent downward trend

A survey carried out in 2H 2021 found that US publishers used on average 5.4 supply-side platforms (SSP), a number that had been on the decline for several quarters.

That same research, however, projected that pubs would start adding platforms back into the mix in 2022 as they look to diversify demand in preparation for 3rd-party cookie deprecation.

Source: Satista
Programmatic Direct dominates programmatic digital display ad spend

Continuing a trend since 2015, programmatic direct remains the dominant transaction method over open exchange and PMP. Media bought via direct IOs retain the top spot in terms of pricing due to preferential access and perceived quality.

<table>
<thead>
<tr>
<th>Channel</th>
<th>2020 CPM</th>
<th>2021 CPM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>IO</td>
<td>$19.30</td>
<td>$20.40</td>
<td>6%</td>
</tr>
<tr>
<td>PG/PD</td>
<td>$14.20</td>
<td>$16.00</td>
<td>13%</td>
</tr>
<tr>
<td>PMP</td>
<td>$7.50</td>
<td>$8.70</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: Boostr, 2022 Trends Report & eMarketer, 2022
Retail Media
1 out of every 8 ad dollars is spent on retail ad networks

US retail media ad spend was forecast to grow 53.4% in 2021, representing a total ad market of more than $30 billion. That would mean that $1 out of every $8 ad dollars was being spent on retail media or with a retail media network. It is estimated that ad spending on retail media in the US will pass $50 billion by 2023.

Source: eMarketer, Oct 2021
Amazon continues to dominate the retail media space

Amazon takes the lion’s share of retail media ad dollars, accounting for 77.7% of US digital retail media spend. Companies like Walmart and Instacart however are quickly emerging as media networks to watch. Walmart’s US digital advertising revenues hit $2.1 billion in 2021, and Instacart hopes to reach $1 billion by 2023.

Source: eMarketer, Nov 2021
Retail media networks are beginning to scale

Amazon has driven much of retail media’s growth to date, but nearly every major retailer now has a retail media network—with several already generating hundreds of millions of dollars in high-margin revenue. In Walmart’s case, it tops the growth charts and is well into the billions.

Source: eMarketer, March 2022
Nearly 34% of consumers are shopping more online as a result of the pandemic.

This shift to online shopping is also driving growth for the digital advertising industry, where spend is estimated to reach $211.2 billion in 2021, a 38 percent increase from the year before.

Source: Prosper Insights & Analytics, eMarketer
Machine Learning and AI in digital advertising
Artificial intelligence will represent the majority of all ad buys in 2022.

AI-enabled media will account for $370 billion in ad spending in 2022, with a forecasted media ad spend of $1.3T – or more than 90% of all ad spending – by 2032.
Artificial intelligence is on the rise among marketers

22% of marketers currently are using AI-based applications and an additional 57% plan to use it in the next two years to grow programmatic advertising and media buying capabilities.

Source: Forbes
Programmatic In-Housing
Degrees of programmatic in-housing are drifting higher

One out of five brands involved in programmatic buying has completely moved that function in house. Most brands, however, are still focused on developing partial in-house capabilities as a way to regain more control and automation over their media buying.

Source: IAB
Squeezing more value out of advertising spend is driving the shift toward in-housing

ROI attribution, better audience targeting and campaign effectiveness were the top three programmatic in-housing objectives among brands who currently have in-house capabilities.
IPONWEB is an industry pioneer and world leader in the engineering and operation of highly customized, real-time media trading systems for publishers, advertisers, agencies and innovative technology companies. With more than 15 years’ experience driving innovation in the ad exchange and real-time technology space, IPONWEB is the ‘behind the scenes’ technology provider that many of the world’s leading industry players rely on to successfully power their media and data businesses. Visit [www.iponweb.com](http://www.iponweb.com) to learn more.

The MediaGrid, engineered by IPONWEB, is a next-generation supply curation and monetisation platform, built to power a new era of programmatic trading for agencies, publishers and data owners. The MediaGrid was designed to address the emerging challenges of a maturing programmatic supply chain with powerful inventory packaging and yield optimization tools that deliver more control, efficiency, and transparency to all parties – while closing the gap between buyers and sellers. Visit [www.themediagrid.com](http://www.themediagrid.com) to learn more.

Contact sales@themediagrid.com for more information about The MediaGrid.