Digital Advertising - US - August 2017

Report Price: £3085.18 | $3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Propelled by growth in mobile and social, digital ad sales in total increased by more than 20% annually from 2014-17, but rapid growth in mobile and social is stunting other opportunities, particularly considering that desktop remains the primary platform for browsing and streaming video among large sections of the adult population."
- Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- **Purchases rare**
- **Older ages just say no**
- **Third of viewers ignore mobile, video**

This Report is designed to help ad buyers, sellers, and creatives challenge conventional wisdom regarding digital campaigns via a disciplined analysis surrounding specific ad formats, including mobile, video, native, and retargeting, explored from the perspective of the consumer.

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