

Digital Advertising - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and advertising
- Sales performance of US digital advertising, as a whole and by segment
- How consumers respond to various forms of digital ads they've encountered
- Attitudes toward digital advertising and key consumer segments



“Digital behaviors and digital media consumption increased post COVID-19, and it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success. Brands that do not leverage the vast arrays of media sources and technology will lose out to their competitors who do.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

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