

**10**  
Important

# 2018 Programmatic Media Buying Trends



1



About **86% of brand marketers** are thinking about **in-housing** some portion of their programmatic journey. *(Infectious Media)*

2



**80%** of programmatic advertisers are accelerating or **prioritizing programmatic ads** with top benefits being better audience targeting, ability to build audience reach, and real-time optimization. *(ANA "The State of Programmatic Media Buying")*

3



**Billions of dollars** will be **gained by publishers** as programmatic platforms adopt and enforce **Ads.txt** in a uniform way.

4



In 2018, significantly more **OTT and CTV inventory will be bought** and monetized **programmatically** for the more than **56 Million** consumers who have cut the cord on cable. *(eMarketer)*

5



**Video display ads** are expected to be the **second leading highest ad spend** platform in 2018 and in 2019. *(eMarketer)*

**BANNERS AND OTHERS**

**VIDEO**

**RICH MEDIA**

**SPONSORSHIP**

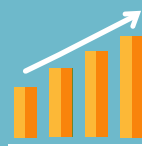
2015	\$11.57	\$7.46	\$5.44	\$1.68
2016	\$13.39	\$9.59	\$7.42	\$1.77
2017	\$14.74	\$11.43	\$9.17	\$1.86
2018	\$16.17	\$13.05	\$10.69	\$1.96
2019	\$17.68	\$14.77	\$12.19	\$2.06

6



In 2018 Programmatic investment on **mobile** will reach **\$30 Billion+**, over **3X** the amount spent on **desktop**. *(eMarketer)*

7



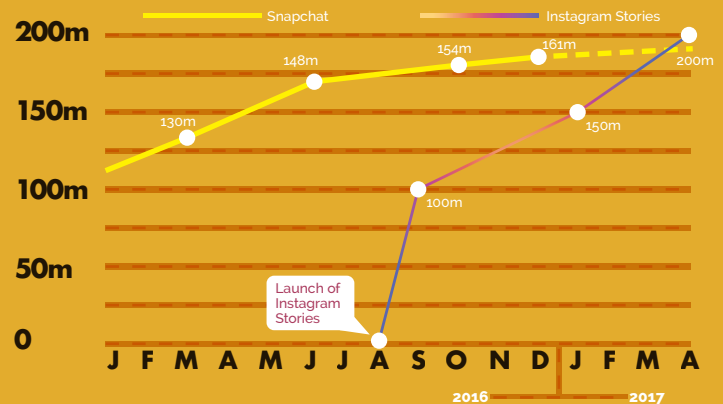
This year alone **display ad spending** is expected to reach **\$37.20 billion** and in 2018, it's expected to reach **\$41.87 billion**. *(eMarketer)*

8



**Instagram stories** blows past **Snapchat** with **200 Million Daily Active Users** as Generation Z becomes more valuable to most organizations than millennials. *(Statista)*

Worldwide daily active users of Instagram Stories and Snapchat



9



**Google** owned **75.8%** of the search market in 2016 and it's aiming to reach **80% of the search market** in 2018. *(eMarketer)*

10



Increased demand for more "native" experiences will drive **programmatic native** spend, reaching **\$24 billion+** by years end compared to **\$13.24 billion** in 2016. *(eMarketer)*

Digilant offers programmatic buying solutions and services designed for independent agencies and brands that are increasing their advertising spending. Using data science to unlock proprietary and complex audience data, Digilant enables brands to uncover 'new' customers and provide the actionable intelligence they need to compete across every important media channel. To learn more about Digilant, please contact us at [www.digilant.com/contact](http://www.digilant.com/contact)

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