

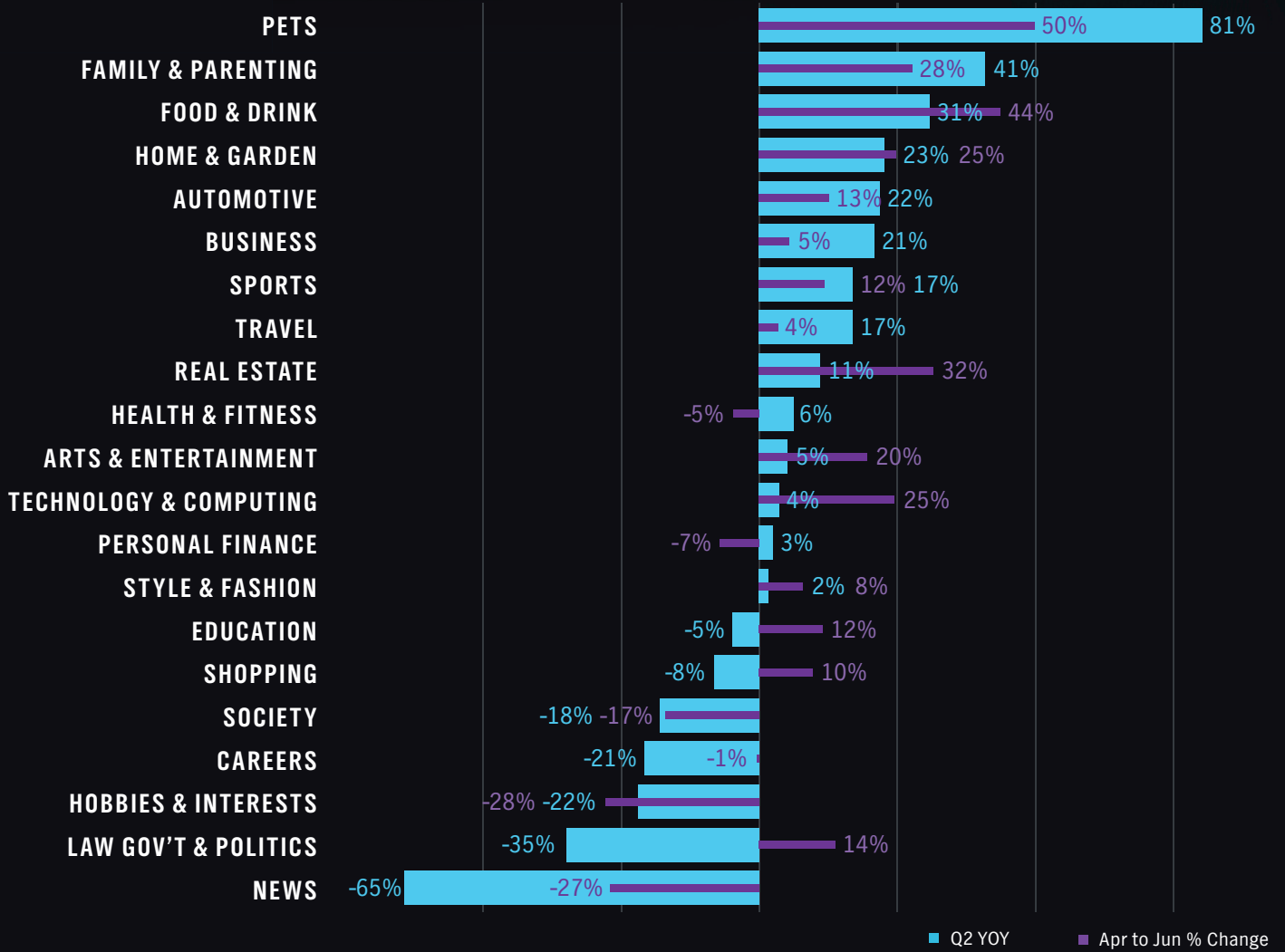
# GLOBAL ADVERTISER AD SPEND

Q2 2023

## AD SPEND CHANGE BY ADVERTISER CATEGORY

Q2 2023, YOY

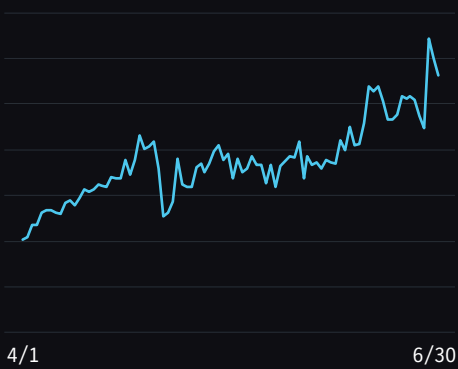
Global ad spend grew 6% over last year- with growth accelerating as the quarter progressed. Pets, again, saw the largest growth year-over-year in Q2. Real estate saw a resurgence in ad spend after declines year-over-year over the last few quarters.



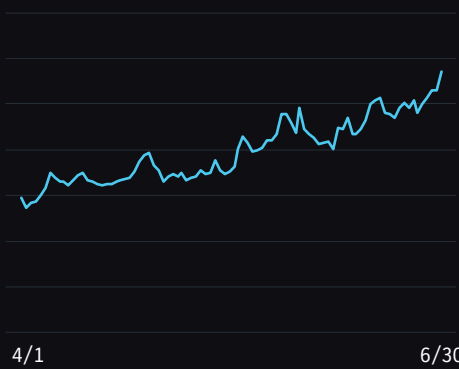
## LARGEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

While Pets had the largest growth year-over-year, it also saw the most rapid growth within the quarter. A seasonal rise in temperatures within NA, EU and parts of APAC served as a boon for Food & Drink ad spending in Q2.

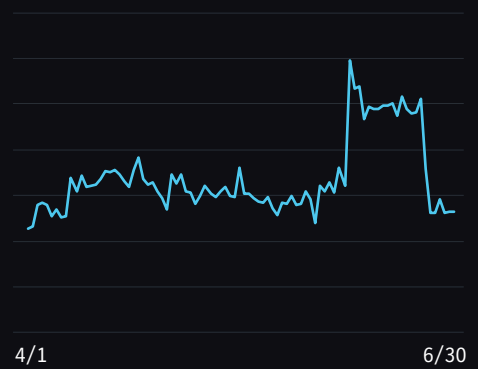
PETS 



FOOD & DRINK 



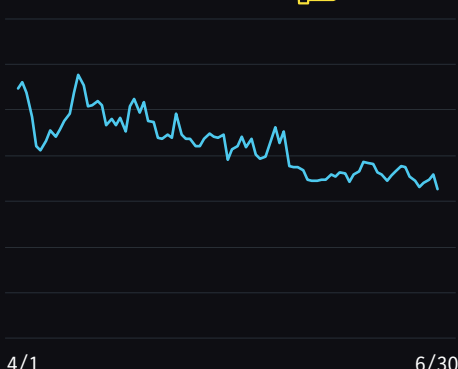
REAL ESTATE 



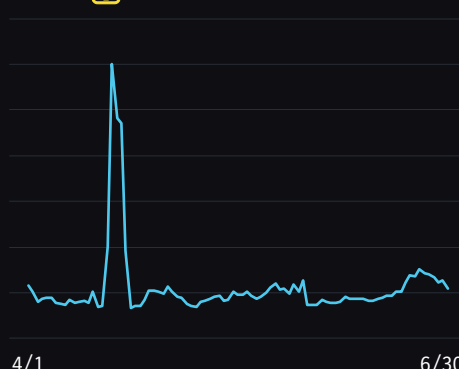
## SMALLEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Hobbies, News and Society all had the largest declines in ad spending within the quarter. These categories also saw year-over-year declines both in Q1 and Q2 of 2023.

HOBBIES & INTERESTS 



NEWS 



SOCIETY 

