

FROM THE EXPERTS: DIGITAL MEDIA ADVERTISING IN 2021

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AD SPEND OUTLOOK

+16% 2021 TOTAL AD SPEND

As vaccines help the world return to normal, U.S. total ad spend is projected to grow 16% in 2021, with digital continuing to account larger shares of spend.

+20% 2021 DIGITAL AD SPEND

COVID lowered the U.S. digital ad spend trajectory for 2020, but digital is anticipated to grow 20% in 2021 and to account for a growing share of U.S. total ad spend.

eMarketer, 2020



40%

CTV ad spend is anticipated to grow more than 40% in 2021.

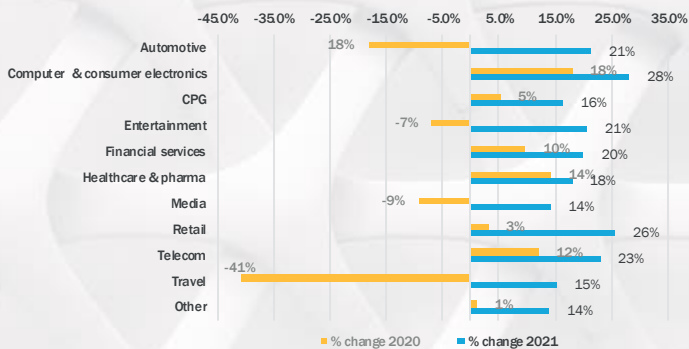
SEGMENTS DRIVING GROWTH

Despite the rough year, certain mediums have proven their value and are anticipated to continue growing. CTV ad spend is anticipated to grow more than 40% in 2021 and digital video by 26%. Additionally, Programmatic ad buys are expected to increase by nearly 27%. eMarketer, 2020

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DIGITAL AD SPEND GROWTH BY INDUSTRY

Ad Spend from the travel industry was hit the hardest in 2020 but all industries are expected to see spending growth in 2021.



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CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the all-important 2021. Here are just a few of our offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, and social, all in one place. Access all digital channels and devices to effectively reach your target audience.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization or machine learning optimization to generate better outcomes.

SERVICE

Receive the support you deserve with Centro's Raving Fan Service -the industry's best & quickest on-boarding, customer service and highly rated education programs designed to ensure your success.