

# 2H 2022 Flash Bulletin:

U.S. Ad Investment Projections within  
the Current Macroeconomic Climate

July 2022



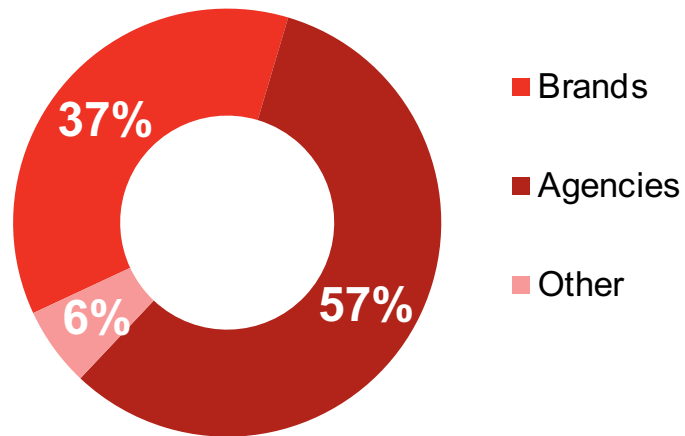
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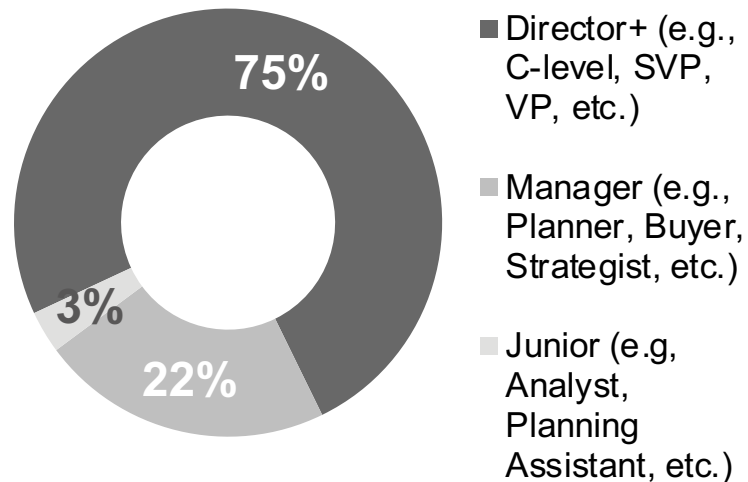
# Methodology & Respondent Profile

Email survey sent to buy-side ad investment decision-makers (brands & agencies)  
Field dates: 7/6/22 - 7/20/22  
n=250

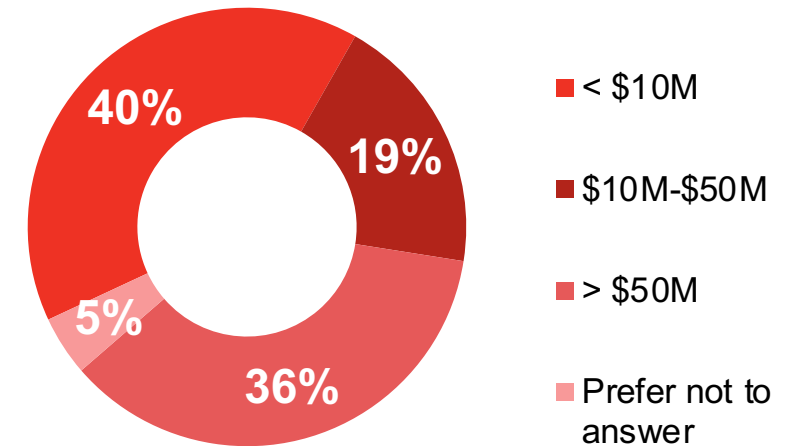
## Company Type



## Job Title



## Total U.S. 2021 Ad Spend



# Executive Summary

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## 2H 2022 Ad Spend vs. Planned

- Contrary to the prevailing market sentiment, 2H 2022 ad spend is projected to be up +7% vs. original plan as per brands and agencies
  - Growth is not uniform across categories: 2H 2022 ad spend is being driven by travel and tech, while health & wellness and auto are down vs. planned
  - For those decreasing 2H 2022 ad spend, a “slowing economy” was the #1 contributor at 66%, followed by 45% for supply chain bottlenecks and 38% for consumer inflation
- As a result, buyers expect FY 2022 ad spend to be +9% vs. FY 2021—this is down from the original projection of +13% made in Fall 2021 ([IAB Fall 2021 Impact Study](#))

## Outlook for 2023

- Nearly 3-in-4 buyers (71%) think the U.S. is now or likely to experience a slowing economy that will decrease ad spend within the next year
  - Of those, the majority (84%) expect ad spend to be impacted in 1H 2023
- However, buyers still expect 2023 ad spend to be up vs. 2022: +10% (based on 2H data)
  - This represents a slowing of growth as opposed to a reduction in YoY spend at this point in time

# **2H 2022 Ad Spend vs. Planned**

**iab.**

# Buyers expect 2H 2022 ad spend to be up +7% vs. originally planned

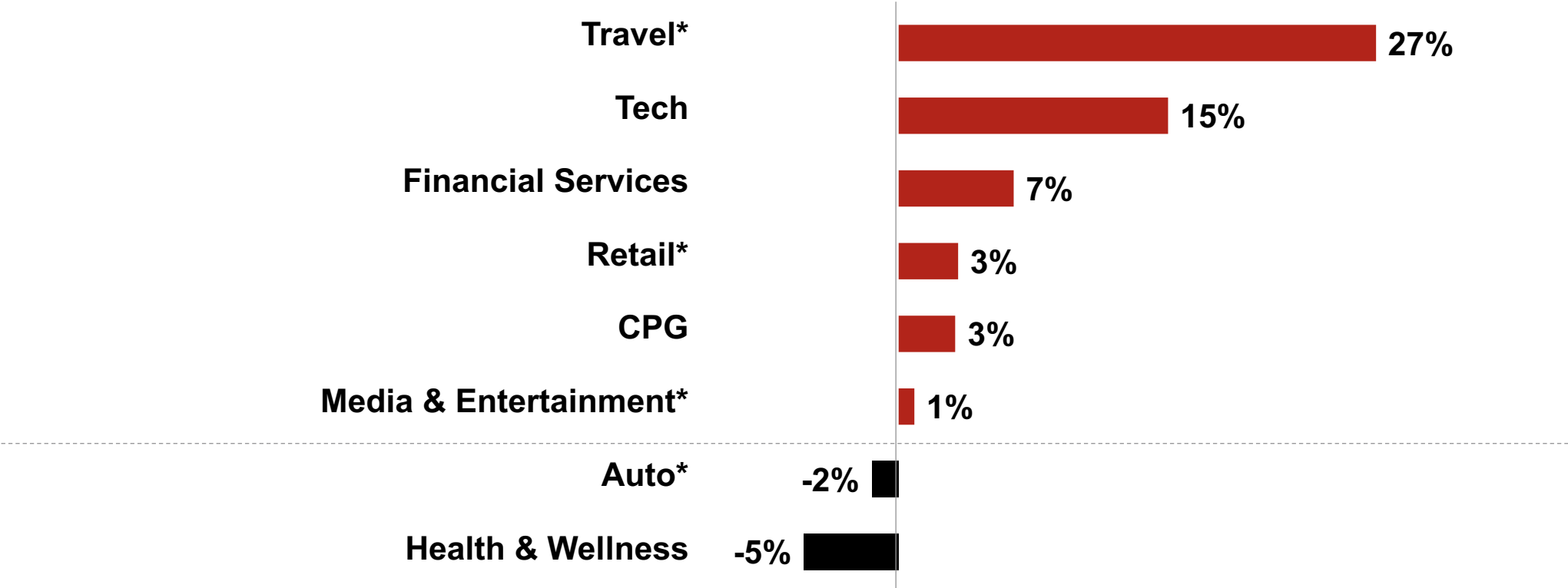
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**% Change  
2H 2022 vs. Planned:**

**+7%**

# 2H 2022 ad spend growth is not uniform across categories

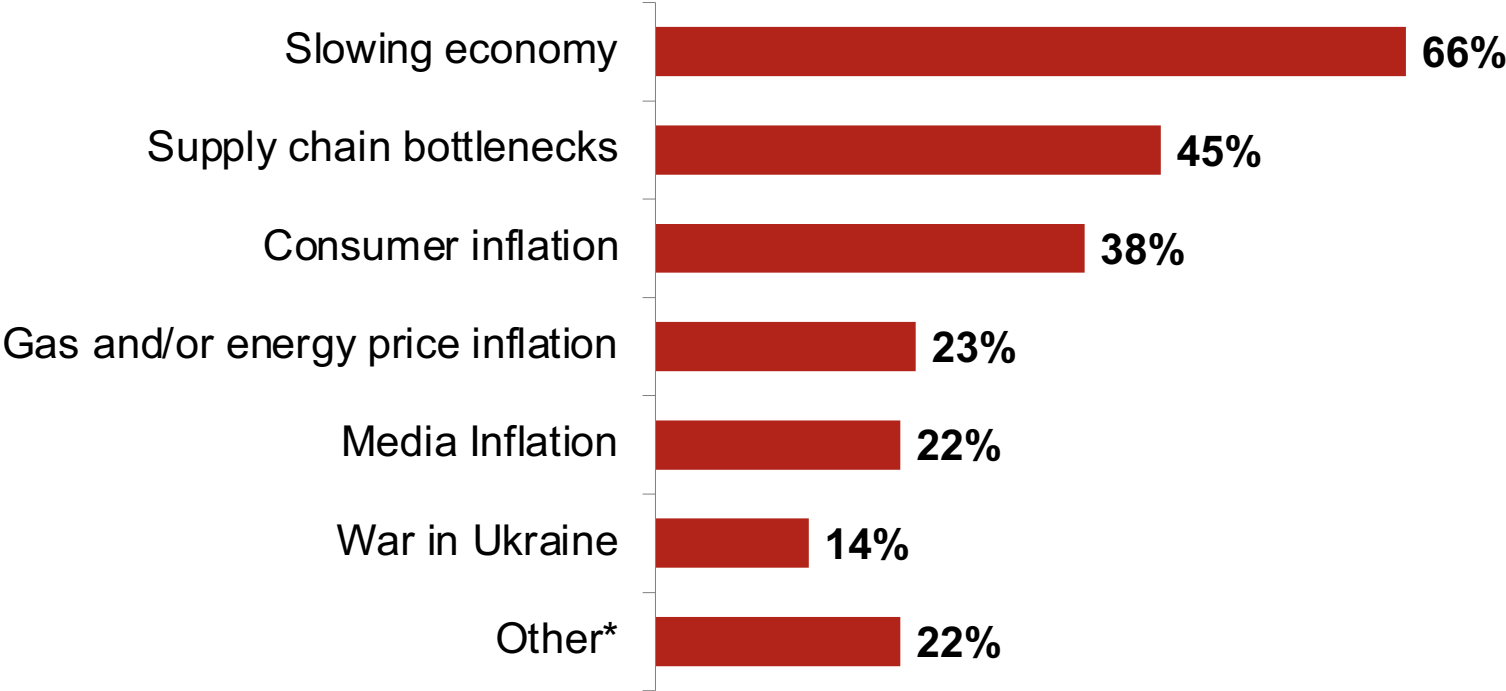
% Change 2H 2022 Ad Spend vs. Original Plans, by Category



# For those lowering 2H 2022 ad spend, the #1 contributor is a “slowing economy”

## Factors Contributing to 2H 2022 Ad Spend Reductions

*Among those reducing 2H 2022 ad spend*

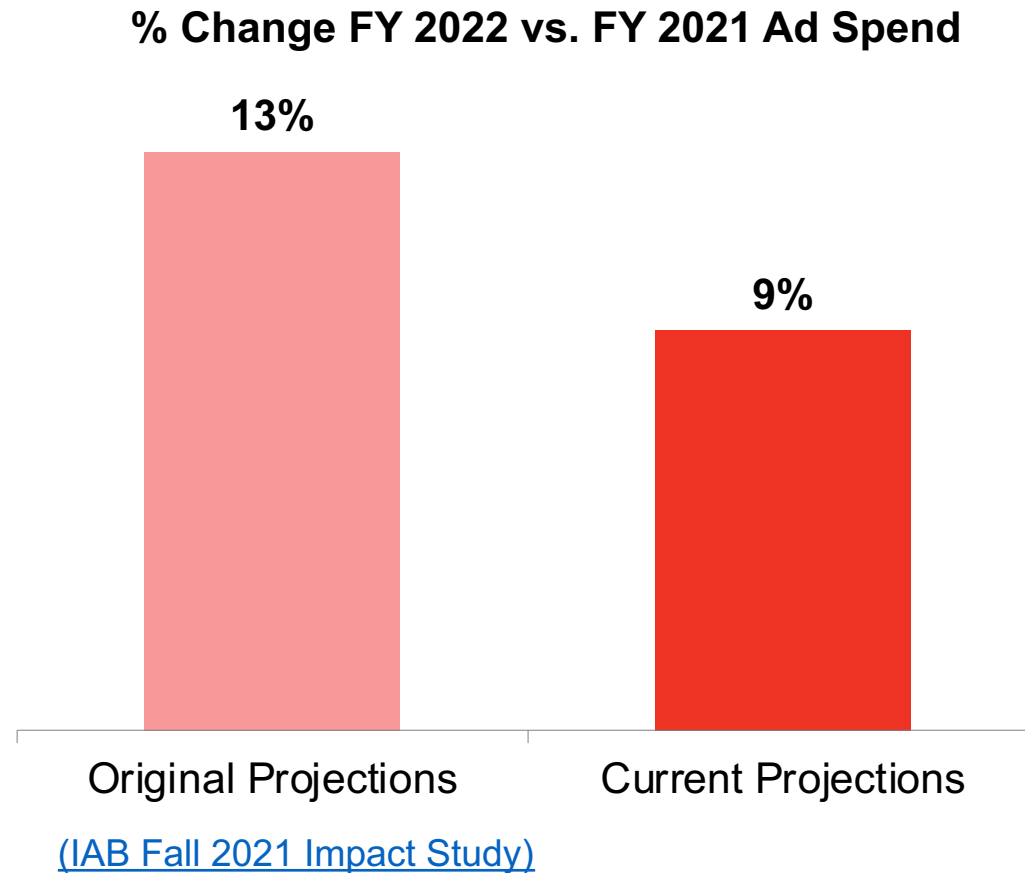


Among those reducing projected total U.S. media spend for the second half of 2022 (Jul-Dec), n=74

Q: You indicated that you are reducing your projected total U.S. media spend for the second half of 2022 (July-Dec.). Select any of the following that are contributing to that reduction.

\*Note: “Other” includes various responses, e.g., COVID, budget shifts/restructuring, and other business challenges

# Buyers expect FY 2022 to be +9% vs. FY 2021—down from +13% as originally projected

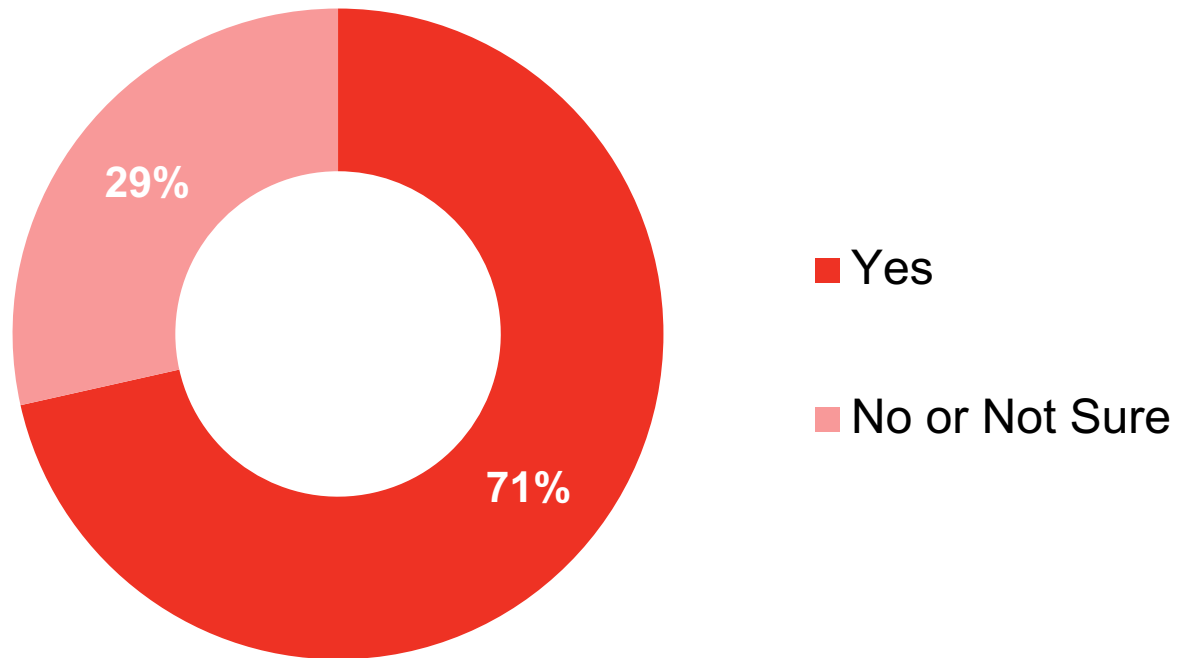


# Outlook for 2023

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# Nearly 3-in-4 buyers think the U.S. is either currently or likely to experience a slowing economy that will decrease ad spend within the next year

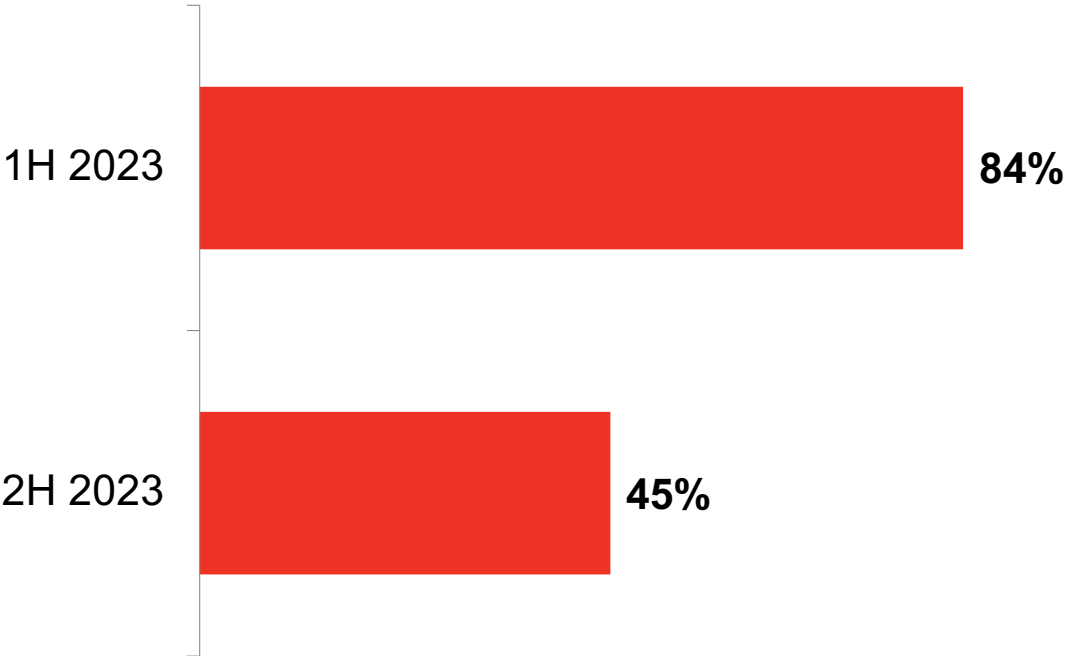
**% Who Think the U.S. is Currently Experiencing / Likely to Experience Within the Next Year a Slowing Economy that Will Decrease Total U.S. Ad Spend**



# The majority of buyers expect ad spend to be impacted by the U.S. economy in 1H 2023

## Time Periods Where Actual Ad Spend Will be Less Than Initially Projected Due to the U.S.' Slowing Economy

*Among those who think the U.S. is currently experiencing / likely to experience within the next year a slowing economy that will decrease total U.S. ad spend*



**However, buyers still expect 2023 ad spend to be up vs. 2022: +10% (based on 2H data)**

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**Estimated % Change  
2023 vs. 2022:**

**+10%**

# Thank You!

**For further information:**

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# About IAB

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The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.