**Digital Ad Revenue Continues Growth Trajectory**

US digital ad revenue totaled $28.4 billion during the first quarter, an 18% increase from the same time in 2018, according to IAB's Internet Advertising Revenue Report. IAB's Sue Hogan says the increase is a reflection of digital advertising's "ability to help brands and publishers reach consumers and build meaningful one-to-one relationships," adding, "Digital marketing offers brands the scale and reach they need to grow, while also providing the data they need to optimize campaigns for efficiencies."

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<https://www.clickz.com/us-digital-ad-spend-2019/254509-2/254509/>

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<http://www.strathcom.com/wp-content/uploads/2016/08/Mobile_advertising-1024x708.jpg>