**Digital Marketing Spend Close to $100B Globally**

Digital marketing investment in the US and UK increased by 44% in 2017 to reach $52 billion, and worldwide spend is nearing an estimated $100 billion, according to Moore Stephens and WARC. The study states that marketing technology spend is increasing as more brands seek in-house solutions and that "this budget is coming from media spend and will have a resounding impact on the value of media-centric agencies," said Moore Stephens' Damian Ryan.

***Reuters 9/24/18***

[***https://in.reuters.com/article/advertising-digital/global-spending-on-digital-marketing-nears-100-billion-study-idINKCN1M40A3?il=0***](https://in.reuters.com/article/advertising-digital/global-spending-on-digital-marketing-nears-100-billion-study-idINKCN1M40A3?il=0)

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