**Mobile Ad Spend Growth Surges in the Past Year**

Ads on mobile now account for nearly $4 of every $10 spent on digital advertising, with mobile growing by 50.8% over the past year, per the Interactive Advertising Bureau. The gains are credited to mobile's unique ability to reach consumers in the moment, with native ads particularly effective with their ability to blend well in the user experience.

***The Drum (Scotland) 9/7/17***

<http://www.thedrum.com/opinion/2017/09/07/reaching-consumers-the-mobile-moment-with-programmatic-display>

Image source:

<http://i.huffpost.com/gen/1425427/images/o-OLD-PEOPLE-TEXTING-facebook.jpg>