**Mobile, Digital Ad Spending to See Modest Increases**

EMarketer has revised its 2020 US ad spending forecast, with the pandemic effect in mind, and projects a swing from a $20 billion growth to a decrease of $16.4 billion to total $225.79 billion. On the positive side, eMarketer says digital ad spending will increase $2.2 billion to $134.66 billion and mobile ad allocations will rise $4.22 billion to $91.52 billion.

***eMarketer 8.6.20***

[*https://www.emarketer.com/content/us-mobile-ad-spending-will-manage-grow-2020*](https://www.emarketer.com/content/us-mobile-ad-spending-will-manage-grow-2020)

*Image credit:*

*<https://www.google.com/url?sa=i&url=https%3A%2F%2Fmarketingland.com%2Fnew-evidence-highlights-conversion-lift-mobile-optimization-218910&psig=AOvVaw1Ge2-dsko5MwGzQ0M8Kx7Z&ust=1597161670204000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCJCw-YaBkesCFQAAAAAdAAAAABAI>*