**Marketers, Agencies Set Sights On Mobile Ads for 2022**

An Integral Ad Science survey of marketing and ad executives finds 76% are prioritizing mobile media for 2022, with more than 80% expecting contextual targeting to grow. Social media is a focus for 72%, and most executives say YouTube, Instagram and Facebook will attract the majority of their media spending, but also noted rising interest in TikTok efforts.

***MediaPost Communications (free registration) 12/17/21***

[***https://www.mediapost.com/publications/article/369555/mobile-social-digital-video-are-top-advertising.html***](https://www.mediapost.com/publications/article/369555/mobile-social-digital-video-are-top-advertising.html)

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