**Q2 Global Digital Ad Spending Surges**

Sell-side platform Pubmatic estimates that global mobile ad spending jumped 71% during the second quarter compared with a year prior with in-app spending surging 391% and mobile web growing 52% in Q2 as marketers shifted budgets to echo increased smartphone usage. Pubmatic also estimates advertisers spent 20% more on mobile header bidding via programmatic auctions, which represented 59% of total header bidding.

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[*https://www.mobilemarketer.com/news/mobile-ad-spend-jumps-71-amid-pandemic-recovery/583916/*](https://www.mobilemarketer.com/news/mobile-ad-spend-jumps-71-amid-pandemic-recovery/583916/)

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[*https://static.adweek.com/adweek.com-prod/wp-content/uploads/2017/04/digital-spending-CONTENT-2017.jpg*](https://static.adweek.com/adweek.com-prod/wp-content/uploads/2017/04/digital-spending-CONTENT-2017.jpg)