

## BARRIERS TO DIGITAL AD SPENDING DISAPPEARING



A survey performed by media-buying software company Strata has found that previous barriers to digital spending are disappearing. Of the companies surveyed, 80 percent said their budget for digital spending has increased since last year. Within the digital domain, companies are most likely to use ad networks such as those offered by Google and Yahoo when they purchase digital (81 percent) followed by traditional media websites. "The economy is not recovering as quickly as originally projected," said President/CEO of Strata John Shelton. "Even with the increase in political advertising, spending has been fairly stagnant this quarter. We have noticed that cross-platform advertising is prevalent, though, with nearly 47 percent saying they are doing more cross-platform advertising than ever before. Advertisers just don't buy TV or digital; they are utilizing both simultaneously to stay competitive."

<https://blog.granted.com/>