YEARS OF DIGITAL ADVERTISING

2007

# 2008

**DIGITAL AD SALES: \$49B** 12% OF GLOBAL TOTAL • A decade after the first keyword auction, programmatic ad buying is born. DIGITAL AD SALES: \$39B 11% OF GLOBAL TOTAL • Apple releases the first iPhone, paving the way for mobile to reface digital advertising.

1994

is born.

advertising is born.

language of print."

— Jonathan Steuer, Online Tsar, HotWired

**Digital advertising** 

HotWired runs the first-ever internet

click-through rate. Just like that, digital

At the time, just 2 million computers

were connected to the internet, while

80% of Americans had cable TV and

just 24 million had cell phone plans.

happens. The purchase? A pizza.

The very first e-commerce transaction

"A page in the print magazine cost about \$10,000.

So we charged \$10,000 a month for advertisers

We were selling to people who were used to

magazine pages, so we wanted to talk the

to have their ads run on a section of the website.

banner ad with a whopping 44%

2006 **DIGITAL AD SALES: \$28B** 

## 2009

**DIGITAL AD SALES: \$54B** 15% OF GLOBAL TOTAL Adobe buys Omniture

for web analytics.

## 2010

**DIGITAL AD SALES: \$65B** 16% OF GLOBAL TOTAL

• **Twitter** launches Promoted Tweets. At the time, there are 50 million tweets per day.

## 2011

- Adobe buys Auditude video advertising platform and **Demdex** data management platform.
- TubeMogul launches the first self-serve, demand-side platform for video.

# 1995

**DIGITAL AD SALES: \$100M** 0.04% OF GLOBAL TOTAL

 Adobe releases After Effects for motion graphics.



#### 7% OF GLOBAL TOTAL

- AdBlock, an award-winning ad-blocking add-on for web browsers, is released.
- E-commerce sales hit \$107 Billion
- Over 100 million YouTube videos are consumed daily, just a year after the site launched.

## 2005

#### **DIGITAL AD SALES: \$21B** 5% OF GLOBAL TOTAL

- Adobe buys Macromedia to develop and deliver better content and better advertising.
- YouTube launches and the world tunes in, watching 8 million videos per day. Video advertising becomes a mainstream reality.

### 2004 **DIGITAL AD SALES: \$15B**

- 4% OF GLOBAL TOTAL • Facebook brings social media to the
- masses. In year one, the platform makes just \$382,000.

2000

## 2012

• Adobe acquires Efficient Frontier, a leader in optimizing multichannel and auction-based digital advertising.

## 2014

• Pinterest launches Promoted Pins. Facebook launches the Atlas advertising program, serving billions of ad impressions a day.

 Snapchat starts including ads and generates nearly \$348 million in revenue. • Adobe buys TubeMogul, which would become industry-leading Adobe Advertising Cloud.

OF GLOBAL TOTA

1997

DIGITAL AD SALES: \$991M 5% OF GLOBAL TOTAL

• Pop-up ads pop up. 70% of Americans say they're annoying, but they're effective. Pop-up CTR is 2–3% while display CTR is only 0.35%.

**DIGITAL AD SALES: \$8B** 2% OF GLOBAL TOTAL

• Google launches AdWords and the ability to harness and target against intent.

1998 **DIGITAL AD SALES: \$3B** 0.7% OF GLOBAL TOTAL • First keyword auction.

### 2019 The industry marks 25 years of digital advertising.

We've come a long way from that first banner ad. Today, artificial intelligence informs messaging, experiential advertising delivers personalization at scale, and design thinking is leading to ever greater creativity and customer-centricity.

By the end of the year, analysts expect nearly 2 billion online buyers and 26 billion connected devices worldwide — a far cry from where we started in 1994.

Dig deeper into the last 25 years of innovation and progress in digital advertising.

LEARN MORE

## $\mathbf{2018}$

- Adobe Advertising Cloud Creative is released to give marketers access to creative assets made in Adobe Creative Cloud.
- Facebook generates nearly \$56 *billion* in revenue — growth of more than 14,000,000% since 2004.
- GDPR goes into effect.

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