



A Pixelated view into Digital Advertising Trends for Y 2024

Highlights

01

Digital saw an exceptional rise of almost 12.7 Times in Y 2024 over Y 2020.

02

Ad impressions in Apr-Jun'24 Quarter was 45% more than that in Oct-Dec'24.

03

Compared to Y 2023, there was increase in ad impressions by 7% in Y 2024 on Digital medium.

04

The top 10 Sectors together accounted for 84% share of ad impressions with Services Sector leading the list.

05

Ecom-Other Services was the leading category with 12% share of ad impressions in Y 2024.

06

Cellular Phones-Smart Phones was the only new entrants in Top Categories during Y 2024 over Y 2023.

07

Coroot Inc was the top Exclusive Advertiser in Y 2024 on Digital medium.

08

During Y 2024, Twitter.com secured 33% share of ad impressions and YouTube had 28% share.

09

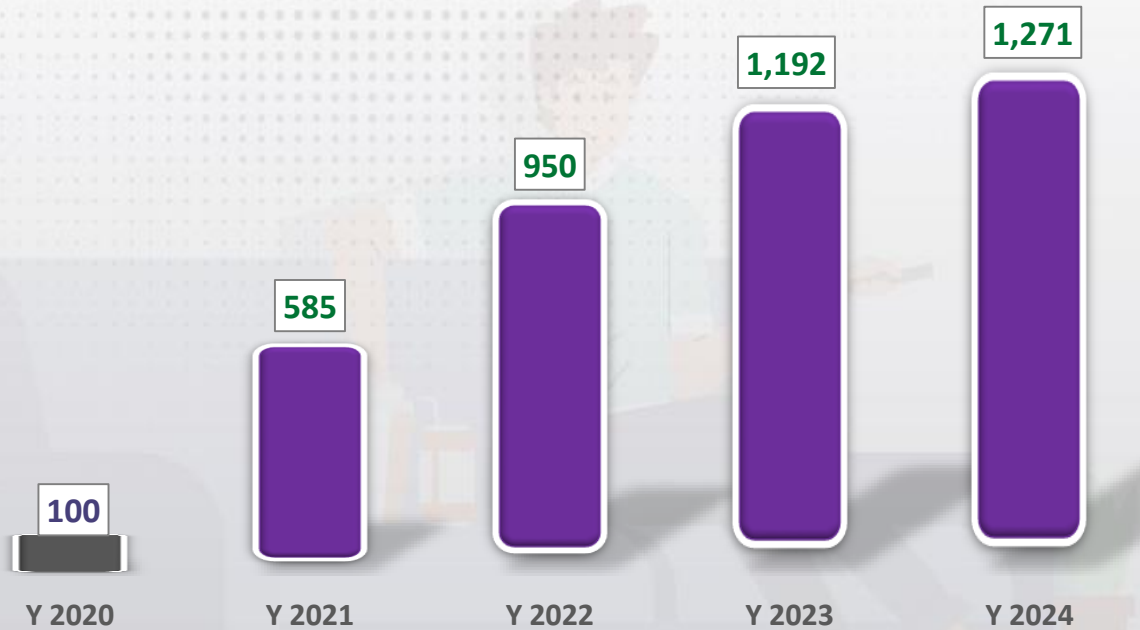
Programmatic was the most popular method for promoting Ads on Digital platforms with 88% of total ad impressions.

10

Single Image Ads grabbed highest ad impressions (50%) on Digital closely followed by Video Ads with 23% share.

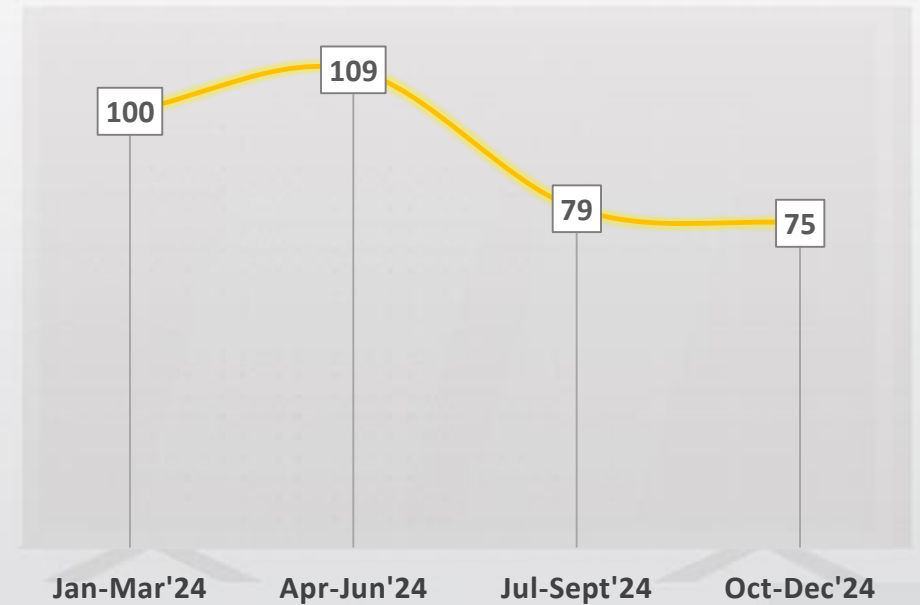
Digital Ad Impressions increased by 12.7 times in Y 2024 over Y 2020

Indexed Growth in Ad Impressions



Index: Y 2020=100

Quarterly Trends in Digital : Y 2024



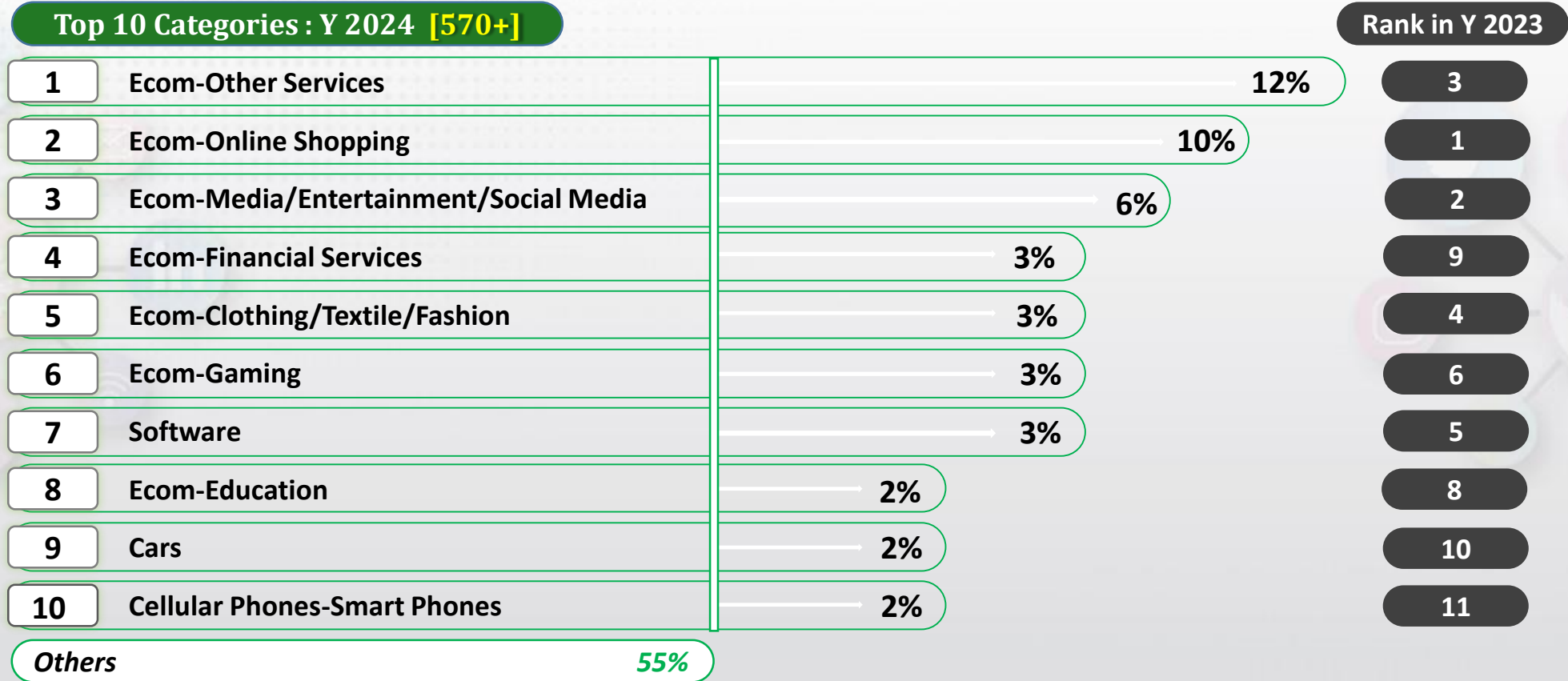
- Ad impressions on **Digital** medium **increased** by almost **12.7 Times** in Y 2024 over Y 2020. Also, Y 2022 and Y 2023 witnessed massive **growth 9.5 folds and 11.9 times** in terms of ad impressions respectively over Y 2020.
- Compared to Y 2023, there was **increase** in ad impressions by **7%** in Y 2024 on **Digital** medium.
- In Quarterly Trends, Q'2 of Y 2024 observed a **growth of 9%** compared to Q'1 of Y 2024.

Leading Sectors: Services Sector retained its 1st position in Y 2024

Rank	Top Sectors Y 2024		Rank in Y 2023
1	Services	49%	1
2	Banking/Finance/Investment	6%	3
3	Computers	6%	2
4	Education	5%	4
5	Auto	5%	5
6	Personal Accessories	3%	6
7	Retail	3%	7
8	Personal Healthcare	2%	13
9	Telecom Products	2%	12
10	Food & Beverages	2%	8
	<i>Others</i>	17%	

- **Services** and **other 4 sectors** among top 10 retained their respective positions during Y 2024 over Y 2023.
- During Y 2024, **Personal Healthcare** and **Telecom Products** were the new entrants compared to Y 2023 in Top Sectors and secured 8th & 9th positions respectively.
- The Top 2 Sectors added more than **55%** share of ad impressions on **Digital** medium.

Leading Categories : 6 Out of Top 10 categories were from Services Sector



- Ecom-Other Services was the leading category with 12% share of ad impressions in Y 2024.
- Cellular Phones-Smart Phones was the only new entrant in Top Categories in Y 2024 over Y 2023.
- Together, the top 10 categories added 45% share of ad impressions.

Leading Advertisers: 4 among the Top 10 Advertisers were New Entrants in Y 2024

Top 10 Advertisers (Y 2024): [155 K+]		% Share
1.	Amazon Online India	3%
2.	Karma Shopping	2%
3.	Flipkart.Com	2%
4.	Samsung India Electronics	1%
5.	Maruti Suzuki India	1%
6.	Home Interior Designs E-Commerce	1%
7.	Reliance Retail	1%
8.	Exness Global	1%
9.	Google	1%
10.	Serum Inst Of India	1%

Top 10 Advertisers contributed **14%** share of Ad Impressions in **Digital**

- **Amazon Online India** maintained its **1st** position in the Top Advertisers list during Y 2024 over Y 2023.
- In Y 2024, **Google** descended to **9th** position compared to its **4th** position in Y 2023.
- More than **155 K** advertisers were present on **Digital** medium during Y 2024.

Leading Brands: 8 of the Top 10 brands were from **Services** sector

Rank	Top 10 Brands (Y 2024): [187 K+]
1	Amazon.In
2	Karmanow.Com
3	Flipkart.Com
4	Livspace.Com
5	Affinidi.Com
6	Bharatiya Janata Party
7	Ikea
8	Nykaa
9	Zepto
10	Amazon Prime Video

Top 10 Brands contributed **11%** share of Digital Ad Impressions

- **Amazon.In** tops among the leading 10 brands in Y 2024 with 3% of the ad impression share.
- Among the Top 10 brands, **4** of them belonged to **Ecom-Online Shopping** category.
- Out of the Top 10 brands present in Y 2024, **4** of them were New Entrants.
- Among the Top brands, **2** of them belonged to **Amazon Online India**.

Top Growing Categories : 270+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Y 2024) (based on highest increase in Ad Impressions)	Growth
1	Ecom-Other Services	47%
2	Ecom-Financial Services	39%
3	Retail Outlets-Home/Interiors/Furniture	100%
4	Corporate-Pharma/Healthcare	74%
5	Corporate-Auto	2.9 Times
6	Cellular Phones-Smart Phones	14%
7	Fast Food Outlets	86%
8	Moisturising Lotion/Creams	2.1 Times
9	Securities/Sharebroking Organization	16%
10	Vitamins/Tonics/Health Supplements	30%

- **Ecom-Other Services** among the categories saw highest increase in Ad secondages with growth of **47%** followed by **Ecom-Financial Services** with **39%** growth during Y 2024 compared to Y 2023.
- Additionally, **Corporate-Auto** leads among top 10 categories in terms of highest growth % (i.e. more than two times) in Y 2024 over Y 2023.

Leading Exclusive^ Advertisers in Y 2024

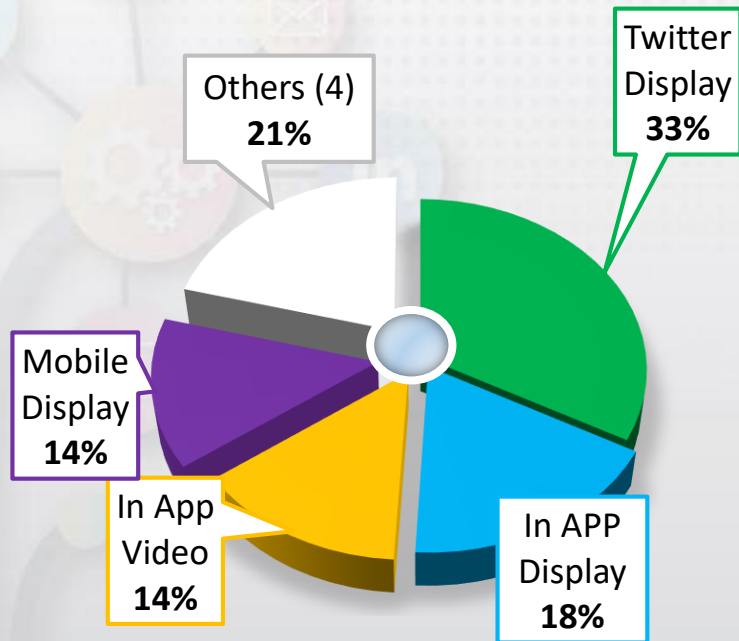
Rank	Top Exclusive^ Advertisers (Y 2024): [100 K+]
1	Coroot Inc
2	Immuni Software
3	Clerk Sms
4	Hakkoai
5	Rickyicky Bobbywobbin
6	Rpggo
7	Indus Os Mobile Platform
8	Sky365
9	Phonepe Wealth Broking
10	Axiom Ayurveda

^ Present in Y 2024 and not in Y 2023

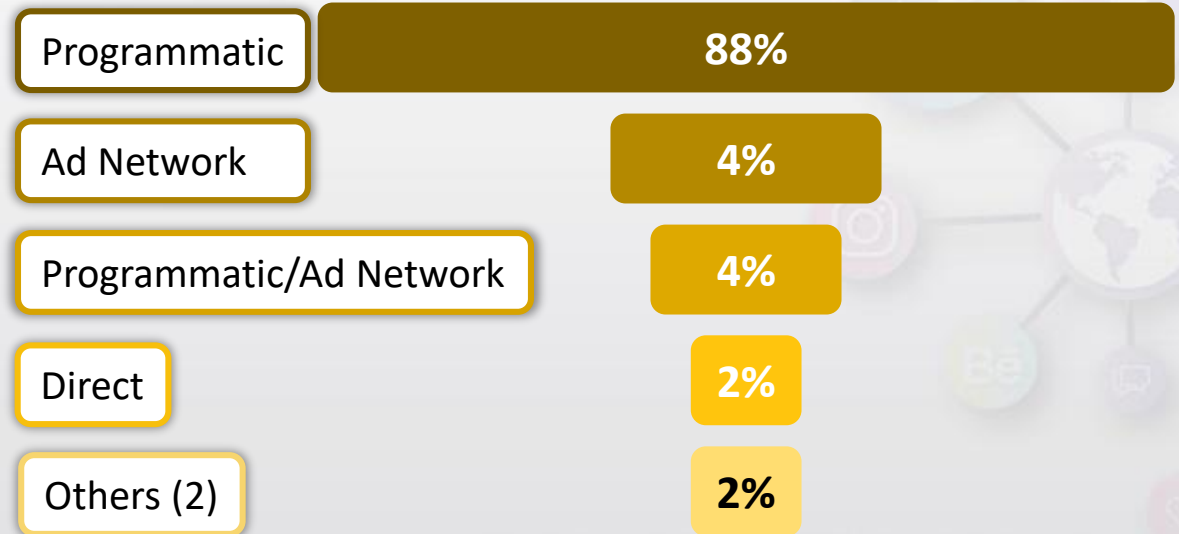
- **100 K+** advertisers exclusively publicized during Y 2024 compared to Y 2023.
- **Coroot Inc** was the top Exclusive Advertiser in Y 2024 on **Digital** medium.

Leading Digital Platforms and Transaction Methods for Digital Advertising: Y 2024

Digital Platforms: Y 2024

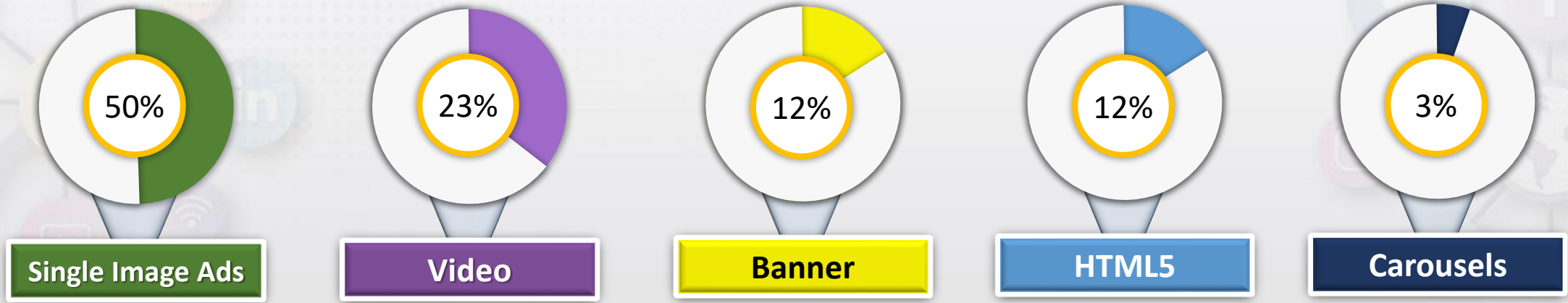


Transaction Methods: Y 2024



- **Twitter Display** topped with **33%** of **Digital** ad impressions during Y 2024 followed by **In APP Display** on 2nd position with **18%** share.
- **Programmatic** was the most popular method for promoting Ads on **Digital** platforms, accounting for **88%** of total ad impressions, followed by **Ad Network** method with **4%** share in Y 2024.

Creative types on Digital: Y 2023



▪ **Single Image Ads** grabbed highest Impressions (**55%**) on **Digital**, followed by **Video Ads** with **23%** share.

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