25 YEARS OF DIGITAL ADVERTISING

2008
DIGITAL AD SALES: $49B
12% OF GLOBAL TOTAL

- A decade after the first keyword auction, programmatic ad buying is born.

2007
DIGITAL AD SALES: $39B
11% OF GLOBAL TOTAL

- **Apple** releases the first iPhone, paving the way for mobile to reface digital advertising.

2006
DIGITAL AD SALES: $28B
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.

2009
DIGITAL AD SALES: $54B
15% OF GLOBAL TOTAL

- **Adobe** buys **Omniture** for web analytics.

1994
Digital advertising is born.

HotWired runs the first-ever internet banner ad with a whopping 44% click-through rate. Just like that, digital advertising is born.

At the time, just 2 million computers were connected to the internet, while 80% of Americans had cable TV and just 24 million had mobile phone plans.

The very first e-commerce transaction happens. The purchase? A pizza.

"A page in the print magazine cost about $10,000. So we charged $10,000 a month for advertisers to have their ads run on a section of the website. We were selling to people who were used to magazine pages, so we wanted to talk the language of print."

— Jonathan Steuer, Online Tsar, HotWired

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.

2010
DIGITAL AD SALES: $65B
16% OF GLOBAL TOTAL

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

1995
DIGITAL AD SALES: $100M
0.04% OF GLOBAL TOTAL

- **Adobe** releases After Effects for motion graphics.

2011
- **Adobe** buys **Auditude** video advertising platform and **Demdex** data management platform.
- **TubeMogul** launches the first self-serve, demand-side platform for video.

DIGITAL AD SALES $72B 17% OF TOTAL AD SALES

1996
DIGITAL AD SALES: $315M
0.1% OF GLOBAL TOTAL

- **DoubleClick** launches ad serving. Everyone is asking, "Do You Yahoo?"

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.*

2012
- **Adobe** acquires **Efficient Frontier**, a leader in optimising multichannel and auction-based digital advertising.

DIGITAL AD SALES $86B 19% OF GLOBAL TOTAL

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%.

2000
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.

2014
- **Pinterest** launches Promoted Pins.
- **Facebook** launches the Atlas advertising programme, serving billions of ad impressions a day.

DIGITAL AD SALES $126B 26% OF GLOBAL TOTAL

2016
- **Snapchat** starts including ads and generates nearly *$348 million* in revenue.
- **Adobe** buys **TubeMogul**, which would become industry-leading Adobe Advertising Cloud.

DIGITAL AD SALES $179B 34% OF GLOBAL TOTAL

DIGITAL AD SALES $237B 40% OF GLOBAL TOTAL

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.

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 personalisation 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

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