

Exults Sees Growth in Digital Advertising as Revenues in 2018 Broke Records by Surpassing \$100 Billion Mark

With increasing mobile & video advertising, digital advertising grew 22% YoY to reach \$107.5 bil. in 2018, according to IAB Internet Advertising Revenue Report.



FORT LAUDERDALE, FLORIDA, UNITED STATES, May 15, 2019 /EINPresswire.com/ -- The [latest report](#) on digital marketing spending over the 2018 year released by IAB and prepared by PwC US analyzes the spending trends based on information supplied by various websites,

commercial online services, and other companies selling online advertising. According to the report, digital advertising spends grew 22% and surpassed the \$100 billion mark for the first time in history.

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Zach Hoffman, CEO of Exults

Expansive technological advances and a rise in social media engagement over the year are the driving factors towards increased ad spends over the last year. The report finds mobile advertising comprised 65% of the total revenue, spending on digital video grew 65% from 2017, while social media advertising revenue increased 31% from the previous year.

This comes as no surprise to Exults, a leading digital marketing agency based in Fort Lauderdale, Florida.

Specializing in full-service management of digital marketing campaigns including social media marketing as well as [Google and Bing advertising](#), Exults sees first-hand where dollars are being spent.

“We're increasingly seeing higher quality leads from mobile users for our clients across all digital marketing platforms as more and more people are engaging with their phones while on the go. Clients are also catching onto social media marketing as a valuable opportunity to specifically target users based on demographics and interests which leads to granular targeting,” says Zach Hoffman, CEO of Exults. “We're excited to see how technology evolves and how this will lead to even further enhancements to digital marketing opportunities.”

If you are interested in using targeted advertisements to create meaningful leads and engagement, contact [Exults Internet Marketing Agency](#) today!

More about Exults:

Exults is a full-service internet marketing company that is results-focused. A full-service agency, Exults offers a complete range of internet marketing services to reach its clients' goals. Exults premium-tier services include Custom Website Design, Search Engine Optimization, Pay Per Click Management, Social Media Marketing, and Digital PR. For more information, please visit the Exults website (<https://www.exults.com/>), call us at 954-763-1130.

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