

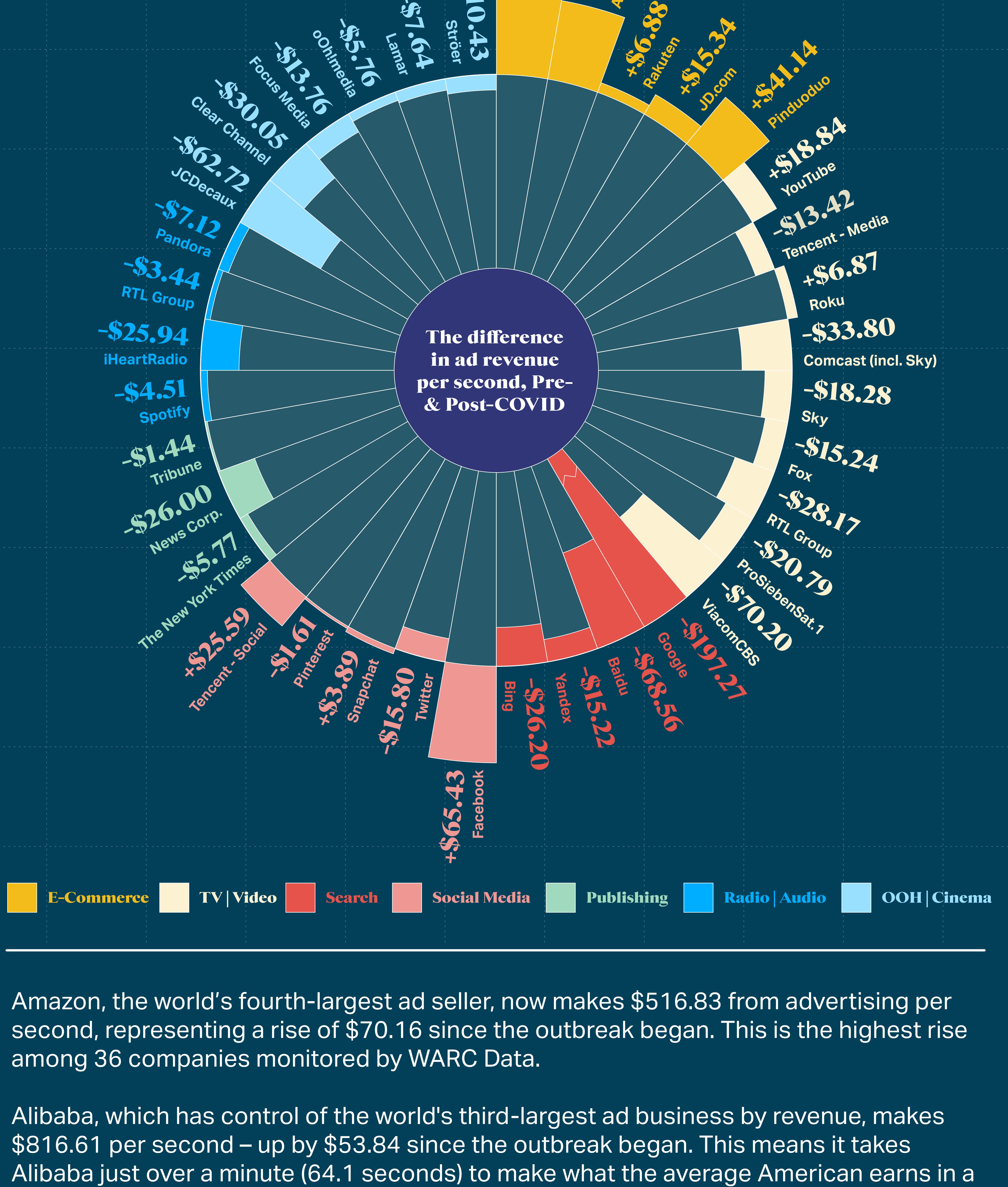
By the time you read this, \$71,207 will have been spent on advertising

WARC
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The difference in ad revenue per second, Pre- & Post-COVID

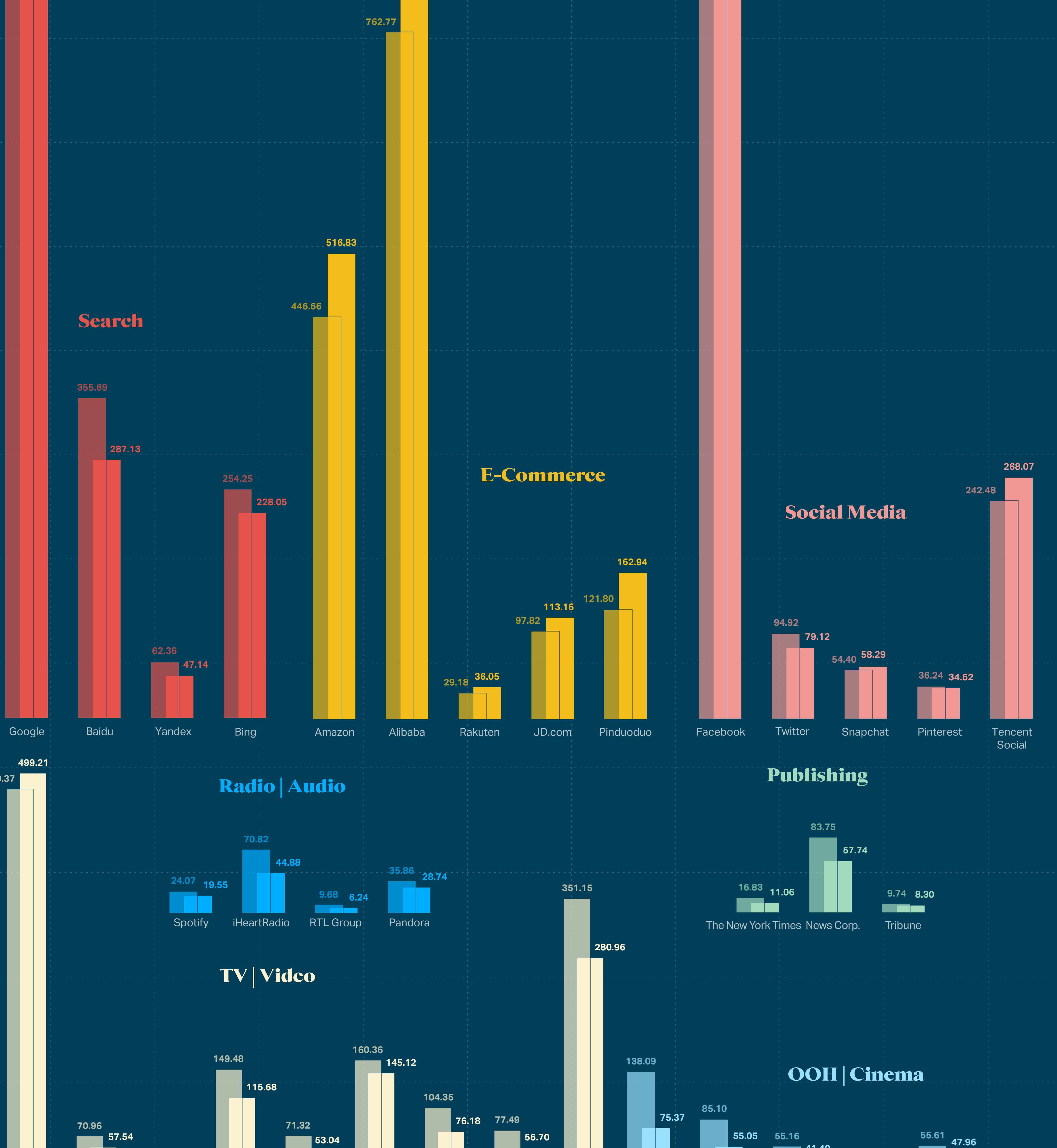
(US\$ current prices)

New calculations from WARC Data show that brands have invested more money in e-commerce services and less in conventional media platforms in the months following the COVID-19 outbreak.



Amazon, the world's fourth-largest ad seller, now makes \$516.83 from advertising per second, representing a rise of \$70.16 since the outbreak began. This is the highest rise among 36 companies monitored by WARC Data.

Alibaba, which has control of the world's third-largest ad business by revenue, makes \$816.61 per second – up by \$53.84 since the outbreak began. This means it takes Alibaba just over a minute (64.1 seconds) to make what the average American earns in a year. Amazon's ad business achieves this in 101.2 seconds, Facebook's in 23.0 seconds, and Alphabet's in just 12.9 seconds.



The methodology

Advertising revenue per second has been calculated using company financial reporting and WARC Data monitoring of adspend in the months preceding the coronavirus outbreak and those directly after, divided by the number of seconds in these periods (accounting for the fact that 2020 is a leap year). Companies are grouped according to their primary ad revenue business. Ad revenues are before the deduction of traffic acquisition costs (TAC) and taxes, and are net of any negotiated discounts. The US median annual salary is calculated from the US Bureau of Labor Statistics' Usual weekly earnings of wage and salary workers (USDL-20-1380) released July 17, 2020.

Find out more at makeitwarc.com/ecommerce

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