Value of digital advertising to UK businesses

- Companies that invested in digital advertising in 2022 saw a combined sales uplift of £73bn as a result.
- This accounts for about 2% of business revenues across the entire economy.
- £26bn of the total sales uplift is estimated to be additional sales for SMEs.
- 64% (two thirds) of UK SMEs have used some form of paid digital advertising in the last year.
- 81% of SMEs that use paid-for digital advertising say it is important to their business success.