

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