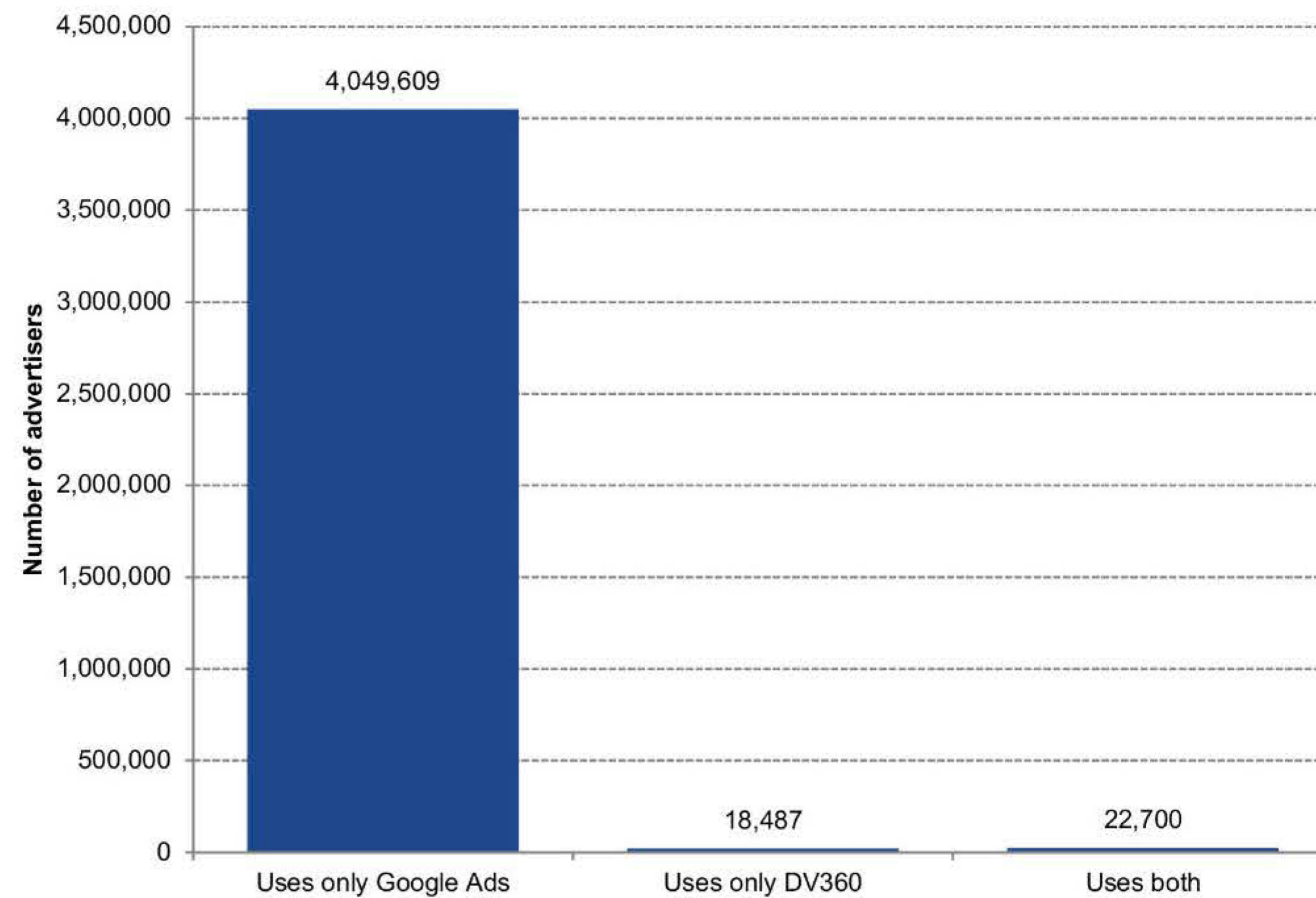


Figure 35. Number of advertisers who used only Google Ads, only DV360, or both (2022)



Source: Google XP data (DOJ RFP 7)

Notes: Figure displays the number of advertisers with positive spending on Google Ads, DV360, or both in 2022. YouTube and mobile app ads, and Programmatic Guarantee and Preferred Deal transactions are excluded. 0.4% of spending on Google Ads is attributed to observations with missing advertiser information, and are excluded.