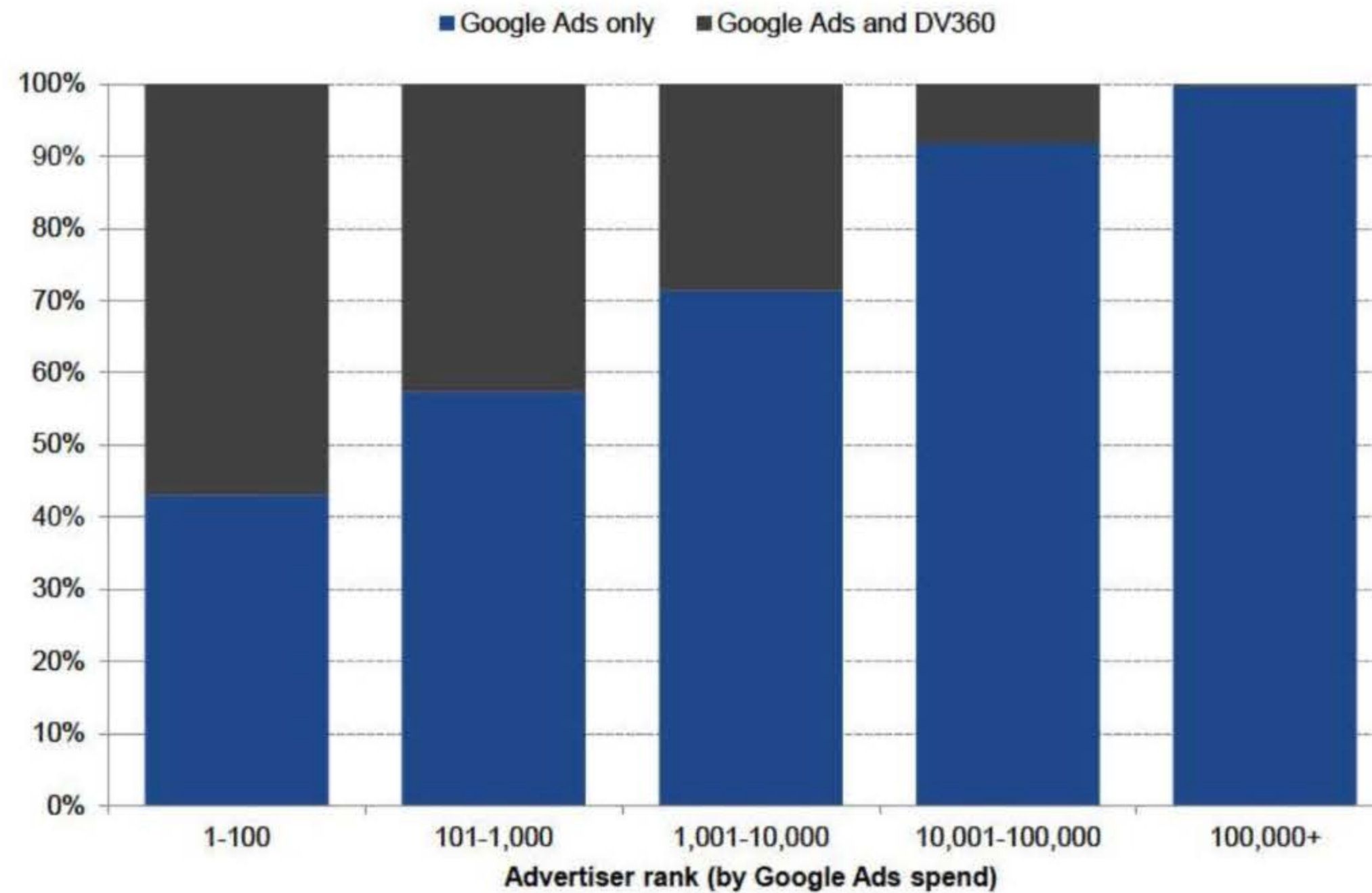


Figure 38. Use of Google Ads and DV360 across Google Ads advertisers, by spending rank (2022)



Source: Google XP data (DOJ RFP 7)

Notes: Figure depicts the (unweighted) share of advertisers using Google Ads only or Google Ads and DV360 in 2022, among groups of advertisers ranked by amount of indirect open-web display spending on Google Ads in 2022. Limited to advertisers with any indirect open-web display spend on Google Ads in 2022. A total of 4,072,309 advertisers are included in the analysis.