

# Online advertising in US rises 16 pct in 1Q

June 3 2013

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New figures show Internet advertising in the U.S. is still growing at a robust clip as marketers pursue the growing online audience and data analysis helps to target their pitches at people most likely to buy their products and services.

A report released Monday by the [Interactive Advertising Bureau](#) and PricewaterhouseCoopers says U.S. advertisers poured \$9.6 billion into their campaigns during the first three months of the year. That's up 16 percent from \$8.3 billion at the same time last year.

For all of 2012, U.S. online advertising grew 15 percent.

The steady rise in online advertising has been a boon to Internet companies such as [Google Inc.](#) while hobbling other media outlets that relied on printed products.

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