

# Bloomberg's ad-spending spree

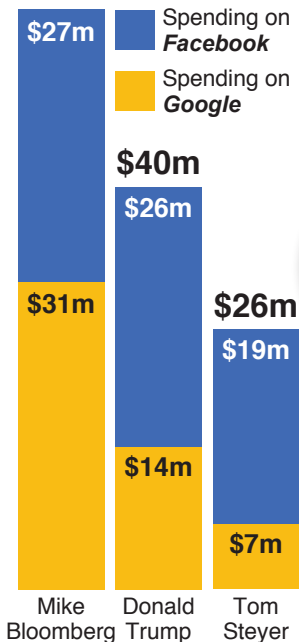
Billionaire Mike Bloomberg has spent around \$58m on digital ads alone since joining the U.S. presidential race last November, compared with \$40m spent by President Donald Trump since January 2019



**Total:**  
**\$58m**

**TOP DIGITAL AD SPENDERS**

- Spending on **Facebook**
- Spending on **Google**



**TOTAL NUMBER OF AD VARIATIONS**  
Trump still dwarfs Democratic rivals for online presence

