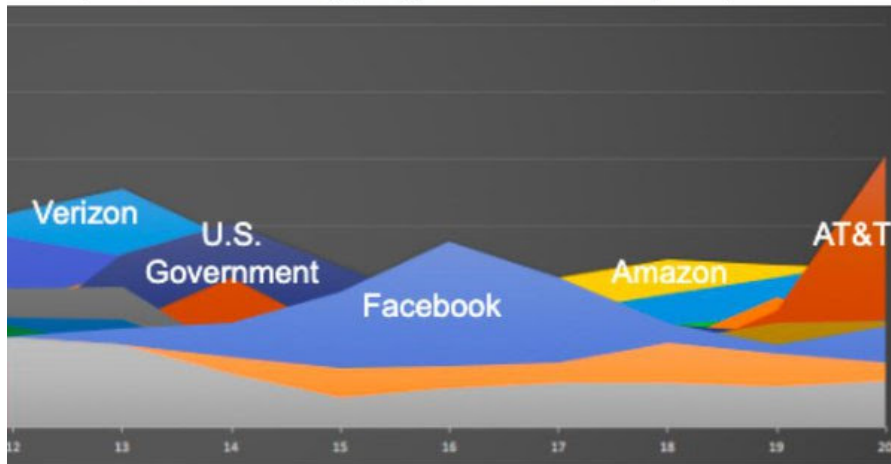


# Top Post-COVID Programmatic Brands: Verizon, U.S. Government, Facebook, Amazon, AT&T

by [Joe Mandese](#) @mp\_ioemandese, June 2, 2020

Top advertisers using programmatic media post-pandemic



Source: STAQ Insights, May 2020. Base = data available from APIs/partners for weeks 12-20 of 2020.

The biggest brands dominating the post-pandemic programmatic marketplace have been Verizon, the U.S. government (presumably the CDC), Facebook, Amazon, and AT&T.

That's the finding of a fascinating analysis of data derived from APIs and various programmatic trading partners by STAQ Insights, which delineated them in a series of charts plotting the top programmatic brands over the course of the first 20 weeks of 2020.

Week 12 marks the effective date of the beginning of state, local and business responses to the pandemic. Check out STAQ's "Covid-19 Benchmarking" deck to view the impact on specific vertical advertising categories.

