

Direct-to-Consumer Historical TV Spend Advertiser List

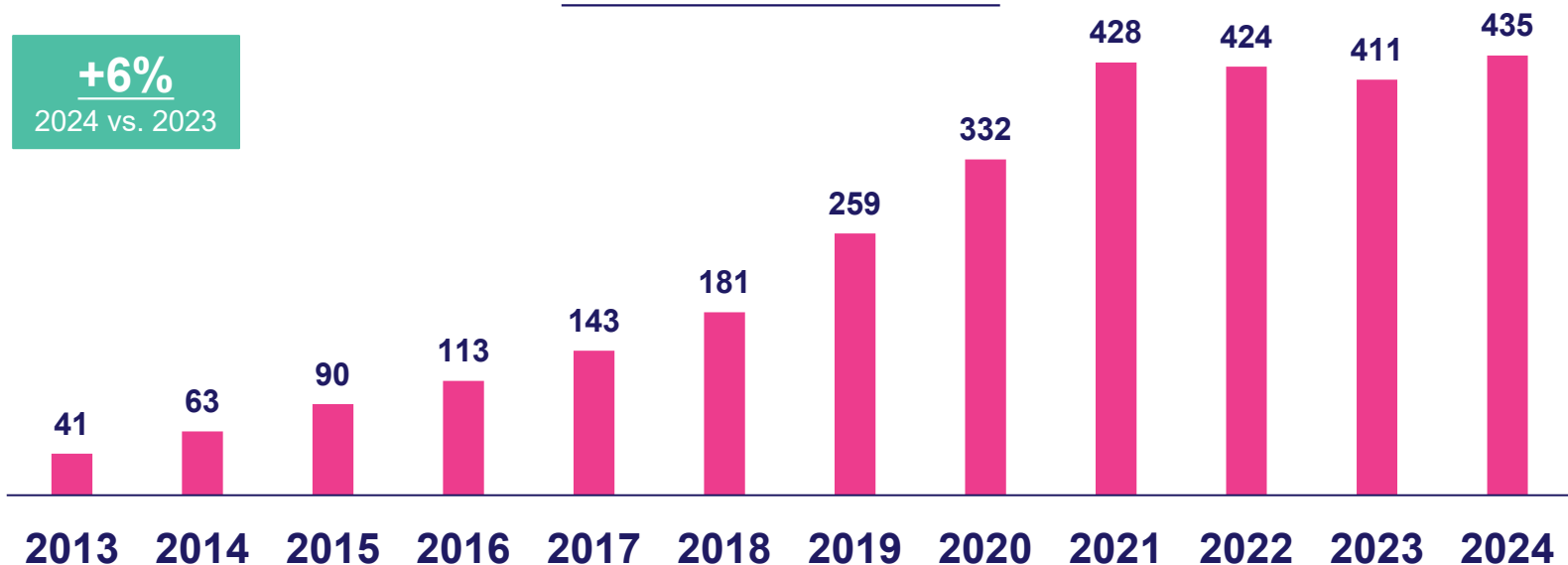
2013 - 2024



2024 featured the **most** data-driven, digital-native DTC brands investing the **highest** amount of dollars collectively on multiscreen TV platforms **ever**

Digital-Native, Direct-to-Consumer (DTC) Brands

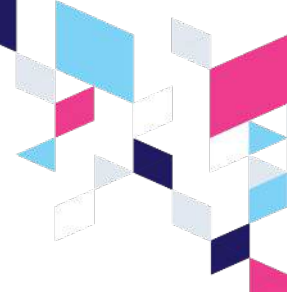
of Active TV Brands



U.S. Total TV* Spend \$ in millions



Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.



Direct-to-Consumer Historical TV Spend Advertiser List Total TV Spend*

Sorted by 2024 Spend

1-65

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Max (WBD)								\$43,859	\$59,112	\$140,319	\$169,642	\$225,953			
Peacock								\$81,572	\$159,828	\$230,685	\$131,899	\$206,548	33%	61%	282%
Paramount+ Streaming									\$194,223	\$234,576	\$253,764	\$201,888	57%	-10%	29%
Lume									\$13,625	\$80,464	\$133,230	\$185,466	-20%	-14%	4%
Fanatics	\$44,848	\$65,601	\$83,208	\$101,418	\$114,444	\$70,729	\$105,418	\$133,086	\$182,324	\$143,559	\$176,296	\$171,501	39%	130%	1261%
Uber	\$28	\$12,114	\$44,920	\$30,928	\$129,658	\$22,338	\$97,836	\$267,427	\$108,402	\$113,381	\$166,431	-3%	19%	-6%	
Airbnb	\$27	\$4,179	\$16,868	\$19,427	\$8,516	\$698	\$18,427	\$1,323	\$82,097	\$134,916	\$131,479	\$154,966	47%	54%	-38%
Farmers Dog							\$8,930	\$73,044	\$41,239	\$38,468	\$117,147	\$147,870	18%	15%	89%
Tubi TV			\$3					\$46,466	\$114,357	\$33,262	\$120,091	\$142,489	26%	284%	259%
Chewy				\$85,448	\$99,364	\$137,300	\$139,769	\$100,857	\$96,226	\$110,134	\$148,428	\$140,423	19%	328%	25%
Wayfair	\$49,369	\$115,034	\$139,916	\$178,113	\$106,622	\$108,845	\$124,821	\$111,509	\$74,485	\$132,244	\$102,092	\$140,179	-5%	28%	63%
Instacart				\$16	\$465	\$5			\$1,724	\$17,920	\$85,438	\$117,205	37%	6%	88%
Disney+								\$64,391	\$180,438	\$258,965	\$297,022	\$174,196	16%	59%	660%
BetMGM								\$121	\$18,655	\$93,085	\$97,246	\$95,385	-27%	-57%	-51%
RO						\$22,496	\$43,538	\$37,969	\$19,720	\$14,946	\$23,056	\$99,385	6%	4%	8%
Mando											\$19,385	\$98,822	331%	565%	404%
Homeaglow										\$406	\$60,717	\$96,680	410%	#DIV/0!	#DIV/0!
Doordash				\$5	\$43		\$71,001	\$88,913	\$83,731	\$83,087	\$87,170	\$94,353	59%	23696%	#DIV/0!
VRBO			\$7,652	\$12,244	\$16,237	\$27,338	\$26,895	\$21,604	\$75,884	\$58,356	\$40,990	\$91,725	8%	14%	13%
Nutrafol								\$4,538	\$27,333	\$74,740	\$83,178	\$90,323	124%	57%	21%
Indeed		\$7,911	\$26,407	\$20,804	\$75,683	\$146,195	\$118,846	\$130,235	\$202,776	\$242,382	\$134,513	\$88,872	9%	21%	230%
Netflix	\$60,194	\$62,466	\$42,588	\$33,907	\$52,911	\$98,678	\$85,087	\$63,811	\$63,751	\$58,535	\$99,205	\$85,706	-34%	-63%	-56%
Booking.com	\$25,347	\$36,755	\$29,877	\$32,114	\$72,090	\$69,901	\$115,655	\$21,142	\$11	\$79,303	\$109,133	\$81,799	-14%	46%	34%
X-Chair							\$3,011	\$37,085	\$60,505	\$61,132	\$62,295	\$80,438	-25%	3%	727646%
Etsy							\$7,863	\$22,526	\$67,544	\$57,929	\$67,970	\$78,657	29%	32%	33%
Expedia (reflects Expedia)	\$40,145	\$56,826	\$53,765	\$46,286	\$52,913	\$70,723	\$91,003	\$35,837	\$60,049	\$116,655	\$91,708	\$73,565	-2%	14%	33%
Experian	\$7,308	\$55,483	\$56,188	\$56,254	\$67,275	\$91,900	\$90,436	\$79,525	\$110,459	\$99,923	\$76,524	\$73,193	-20%	-37%	23%
NFL+ streaming service										\$61,505	\$92,198	\$70,975	-4%	-27%	-34%
SoFi Lending				\$30,079	\$43,673	\$37,027	\$33,959	\$40,249	\$47,585	\$39,966	\$45,319	\$69,185	-23%	15%	#DIV/0!
Vix+ Streaming										\$67,597	\$67,018	\$67,604	53%	73%	45%
poppi											\$4,129	\$62,964	1%	0%	#DIV/0!
Warby Parker	\$10,946	\$106	\$4,082			\$37,228	\$95,964	\$122,869	\$83,797	\$74,488	\$69,942	\$62,525	1425%	#DIV/0!	#DIV/0!
PrizePicks										\$3,428	\$17,406	\$62,096	-11%	-16%	-25%
Hims						\$18,202	\$45,845	\$25,809	\$8,783	\$30,445	\$48,033	\$55,158	-24%	257%	1711%
Harry's			\$948	\$3,145	\$7,385	\$2,703	\$3,440	\$4,272	\$8,727	\$19,637	\$54,573	15%	81%	528%	
Peloton		\$530	\$6,312	\$34,075	\$108,686	\$159,875	\$139,491	\$76,874	\$249,496	\$97,148	\$100,785	\$54,416	178%	#DIV/0!	525%
Cirkul								\$794	\$18,075	\$43,596	\$53,834	-46%	-44%	-78%	
Home Chef				\$574	\$13,467	\$33,520	\$69,710	\$47,853	\$54,556	\$77,290	\$63,801	\$51,990	23%	198%	6679%
Poshmark					\$525	\$37,282	\$51,525	\$23,563	\$23,499	\$26,797	\$40,030	\$51,751	-19%	-33%	-5%
Dave							\$3,812	\$10,247	\$6,663	\$29,777	\$33,073	\$46,939	29%	93%	120%
Saatva				\$448	\$1,417	\$4,020	\$5,848	\$283		\$1,679	\$24,983	\$44,997	42%	58%	604%
Honeylove												\$44,614	80%	2579%	#DIV/0!
Ancestry	\$50,834	\$60,892	\$67,140	\$96,112	\$121,635	\$125,206	\$100,259	\$82,941	\$66,028	\$55,285	\$50,931	\$43,627	#DIV/0!	#DIV/0!	#DIV/0!
OpenDoor				\$371	\$143	\$571	\$2,110	\$550	\$1,748	\$33,001	\$26,196	\$41,829	-14%	-21%	-34%
Inspire Medical Systems							\$1,558	\$5,292	\$13,711	\$33,030	\$43,099	\$40,182	60%	27%	2293%
Vuori								\$2,611	\$7,320	\$23,771	\$36,018	\$39,856	-7%	22%	193%
Carvana	\$207	\$1,598	\$5,411	\$15,846	\$31,805	\$65,424	\$86,560	\$122,472	\$84,815	\$76,927	\$58,879	\$39,069	11%	68%	444%
Underdog Fantasy									\$1,279	\$11,971	\$19,742	\$37,544	-34%	-49%	-54%
Thuma										\$14,525	\$34,991	\$36,634	90%	214%	2835%
Hers							\$484	\$489	\$7,500	\$25,961	\$47,091	\$33,448	5%	152%	#DIV/0!
Laura Geller											\$9,663	\$32,484	-29%	29%	346%
Athletic Greens									\$6,314	\$8,120	\$45,506	\$31,994	236%	#DIV/0!	#DIV/0!
SimpliSafe		\$38,281	\$60,441	\$35,705	\$25,342	\$44,051	\$59,856	\$54,096	\$44,777	\$47,477	\$44,405	\$31,966	-30%	294%	407%
Babbel	\$60	\$1,412	\$3,737	\$2,992	\$7,254	\$19,283	\$13,663	\$36,801	\$19,220	\$31,179	\$39,421	\$31,039	-28%	-33%	-29%
GoodRX		\$1,141	\$12,721	\$16,468	\$10,011	\$77,385	\$168,312	\$184,693	\$62,760	\$32,119	\$30,554	\$30,021	-21%	0%	61%
Autotrader	\$46,650	\$37,722	\$40,201	\$44,844	\$42,508	\$56,996	\$47,280	\$37,062	\$40,794	\$33,445	\$35,202	\$29,902	-2%	-7%	-52%
Thumbtack			\$2,977	\$50,069	\$38,298	\$10,212	\$0	\$15,390	\$39,778	\$34,396	\$39,901	\$29,431	-15%	-11%	-27%
Self App							\$103	\$8,258	\$15,921	\$44,156	\$31,821	\$29,372	-26%	-14%	-26%
Netcredit	\$1,788	\$314	\$4,572	\$4,119	\$269		\$16,318	\$9,651	\$15,959	\$19,835	\$33,332	\$28,250	-8%	-33%	84%
Zoodoc			\$881			\$849	\$1,453	\$4,960	\$22,539	\$23,360	\$25,776	\$27,750	-15%	42%	77%
Pretty Litter							\$245	\$20,278	\$14,855	\$13,498	\$18,012	\$27,653	8%	19%	23%
Ring			\$7,303	\$51,507	\$30,610	\$45,979	\$69,130	\$41,941	\$52,748	\$37,028	\$28,346	\$27,325	54%	105%	86%
Fabletics		\$1,573	\$8,000	\$18,210	\$16,027	\$16,231	\$13,159	\$2,847	\$2,485	\$16,573	\$12,121	\$27,324	-4%	-26%	-48%
Bombas					\$6,672	\$7,765	\$12,898	\$17,264	\$14,329	\$20,107	\$25,421	\$27,100	125%	65%	1000%
Rakuten	\$27,262	\$28,081	\$30,311	\$36,382	\$45,838	\$51,359	\$107,915	\$46,531	\$31,140	\$46,653	\$35,420	\$26,909	7%	35%	89%
													-24%	-42%	-14%

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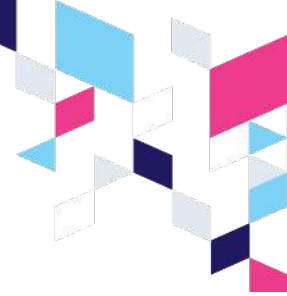


Direct-to-Consumer Historical TV Spend Advertiser List

Total TV Spend*

Sorted by 2024 Spend

66 - 130



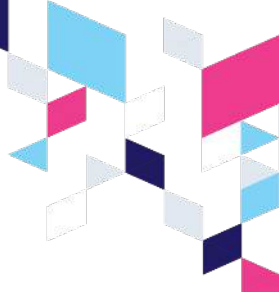
Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
StockX						\$3,213	\$16,156	\$949				\$26,802	#DIV/0!	#DIV/0!	#DIV/0!
Gorjana									\$224		\$11,455	\$26,781	134%	#DIV/0!	11852%
Insurify									\$816	\$1,827	\$49	\$26,020	53414%	1324%	3087%
E Trade	\$55,885	\$42,481	\$38,092	\$34,317	\$44,523	\$57,211	\$39,842	\$36,547	\$31,643	\$29,396	\$19,710	\$24,547	25%	-16%	-22%
CarGurus					\$15,534	\$50,566	\$53,699	\$32,849	\$32,314	\$33,973	\$15,122	\$24,194	60%	-29%	-25%
Stoko										\$177	\$1,606	\$24,169	1405%	13558%	#DIV/0!
Zillow (excludes Trulia)	\$17,492	\$29,945	\$30,164	\$37,733	\$44,022	\$46,853	\$38,998	\$25,308	\$53,756	\$41,883	\$35,199	\$23,920	-32%	-43%	-56%
Purple						\$140,518	\$109,626	\$40,099	\$31,248	\$13,976	\$20,005	\$23,206	16%	66%	-26%
Grammarly					\$2,112	\$8,264	\$10,001	\$6,032	\$7,160	\$1,926	\$532	\$23,105	4240%	1099%	223%
Jones Road											\$114	\$22,752	19902%	#DIV/0!	#DIV/0!
Knix Wear							\$937	\$10,016	\$15,982	\$31,828	\$28,210	\$22,073	-22%	-31%	38%
Uqora Nutritional Supplmt							\$767	\$2,583	\$7,186	\$15,322	\$20,527	\$21,925	7%	43%	205%
Oura									\$30,468	\$29,044	\$33,889	\$21,837	-36%	-25%	-28%
Priceline	\$43,435	\$38,416	\$25,362	\$18,986	\$35,331	\$33,801	\$24,009	\$10,809	\$31,793	\$34,861	\$26,743	\$21,548	-19%	-38%	-32%
Omnilux											\$4,723	\$21,517	356%	#DIV/0!	#DIV/0!
Nervive									\$15,182	\$22,033	\$24,967	\$19,606	-21%	-11%	29%
Invisalign	\$12,338	\$9,460	\$8,703	\$6,371	\$12,377	\$9,629	\$32,521	\$34,383	\$34,949	\$17,146	\$20,779	\$19,411	-7%	13%	-44%
Greenlight								\$14,054	\$44,828	\$58,303	\$29,243	\$18,761	-36%	-68%	-58%
Robinhood							\$6,969	\$24,158	\$21,966	\$6,511	\$7,838	\$17,834	128%	174%	-19%
Mtailor			\$397	\$3,148	\$6,331	\$11,063	\$12,594	\$7,940	\$109		\$5,512	\$17,398	216%	#DIV/0!	15839%
Oofos Shoes								\$1,941	\$5,423	\$26,243	\$25,798	\$17,326	-33%	-34%	219%
Seed								\$70				\$17,033	#DIV/0!	#DIV/0!	#DIV/0!
noom.						\$11,676	\$45,078	\$61,907	\$45,840	\$28,426	\$17,282	\$16,711	-3%	-41%	-64%
Calm						\$8,329	\$10,914	\$28,482	\$21,742	\$22,348	\$15,987	\$16,066	0%	-28%	-26%
Stitch Fix					\$22,847	\$15,994	\$20,536	\$23,486	\$20,312	\$19,826	\$12,721	\$15,572	22%	-21%	-23%
Coterie										\$559	\$5,653	\$15,564	175%	2684%	#DIV/0!
Amra											\$410	\$15,533	3688%	#DIV/0!	#DIV/0!
Native Deodorants							\$9,507	\$1,279	\$2,881	\$523		\$14,395	#DIV/0!	2654%	400%
Singlecare							\$3,024	\$35,924	\$20,054	\$18,469	\$11,331	\$13,993	23%	-24%	-30%
Quince											\$13,236	\$13,782	4%	#DIV/0!	#DIV/0!
Aroma 360											\$21,075	\$13,635	-35%	#DIV/0!	#DIV/0!
Fanatics Sportsbook											\$643	\$13,457	1991%	#DIV/0!	#DIV/0!
Helio Air Broom											\$155	\$13,418	8584%	#DIV/0!	#DIV/0!
Moon Pod								\$1,101	\$22,455	\$27,582	\$21,517	\$13,184	-39%	-52%	-41%
Viator											\$6,822	\$12,855	88%	#DIV/0!	#DIV/0!
Hungryroot								\$1,463	\$34,490	\$30,136	\$18,549	\$12,686	-32%	-58%	-63%
Truewerk										\$605	\$7,978	\$12,190	53%	1915%	#DIV/0!
Legacybox						\$1,015	\$3,772	\$3,750	\$8,195	\$17,719	\$12,146		-31%	48%	224%
Henry Meds												\$11,795	#DIV/0!	#DIV/0!	#DIV/0!
Curology								\$2,743	\$33,634	\$10,285	\$8,100	\$11,475	42%	12%	-66%
Kayak (owned by Pricelin)	\$34,274	\$40,965	\$25,105	\$574	\$13,056	\$23,391	\$16,653	\$1,036	\$14,616	\$9,918	\$17,007	\$11,336	-33%	14%	-22%
Factor											\$1,092	\$11,319	936%	#DIV/0!	#DIV/0!
Rex MD								\$1,066	\$10,201	\$13,225	\$19,453	\$11,280	-42%	-15%	11%
Seatgeek						\$191	\$1,539	\$635	\$1,679	\$10,238	\$11,638	\$11,276	-3%	10%	572%
Tecovas						\$3,822	\$13,119	\$6,306	\$4,235	\$4,635	\$6,041	\$11,162	85%	141%	164%
Ollie Pets								\$15	\$2,607	\$842	\$10,904		1194%	318%	74939%
RealReal					\$11,455	\$21,641	\$26,858	\$16,180	\$13,033	\$15,441	\$14,170	\$10,813	-24%	-30%	-17%
Brickhouse Nutrition											\$6,969	\$10,762	54%	#DIV/0!	#DIV/0!
Musely								\$18,220	\$13,684	\$2,419	\$20,053	\$10,671	-47%	341%	-22%
Jolie												\$10,548	#DIV/0!	#DIV/0!	#DIV/0!
Tickpick									\$457	\$96	\$4,124	\$10,481	154%	10795%	2191%
Dose												\$10,266	#DIV/0!	#DIV/0!	#DIV/0!
Carewell									\$716	\$7,950	\$7,549	\$10,132	34%	27%	1315%
Figs								\$2,671	\$1,044	\$7,540	\$9,101	\$9,871	8%	31%	846%
Earth Breeze										\$205	\$31,528	\$9,870	-69%	4716%	#DIV/0!
Coursera				\$173			\$16,456	\$26,915	\$19,853	\$39,327	\$27,824	\$9,761	-65%	-75%	-51%
Manscaped						\$669	\$30,537	\$12,210	\$16,454	\$7,270	\$9,299	\$9,299	28%	-43%	-24%
Almased					\$261	\$145					\$1,250	\$8,971	618%	#DIV/0!	#DIV/0!
Fresh Clean Threads											\$10,281	\$8,883	-14%	#DIV/0!	#DIV/0!
Framebridge				\$124	\$345		\$2,530	\$3,559	\$3,243	\$1,100	\$923	\$8,825	856%	702%	172%
Free Fly										\$4,813	\$10,432	\$8,564	-18%	78%	#DIV/0!
Tommy John			\$633	\$1,022		\$2,367	\$7,957	\$13,701	\$9,472	\$8,850	\$10,077	\$8,542	-15%	-3%	-10%
Hello Fresh		\$527	\$27,542	\$25,916	\$35,341	\$28,237	\$21,460	\$12,764	\$10,683	\$10,959	\$12,684	\$8,477	-33%	-23%	-21%
Biz2Credit									\$517	\$65	\$3,160	\$8,475	168%	12983%	1539%
Dr Marty												\$7,941	#DIV/0!	#DIV/0!	#DIV/0!

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Total TV Spend*



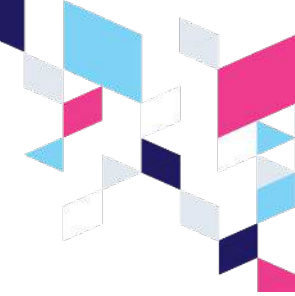
Sorted by 2024 Spend
131 - 195

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)	
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
One Medical									\$1,954	\$543	\$1,919	\$7,938	314%	1362%	306%	
Pumpkin										\$3,043	\$13,696	\$7,895	-42%	159%	#DIV/0!	
VYPER										\$1,718	\$6,135	\$7,572	23%	341%	#DIV/0!	
Thesis												\$7,543	#DIV/0!	#DIV/0!	#DIV/0!	
Therabody							\$0	\$1,227	\$11,819	\$2,122	\$535	\$7,443	1292%	251%	-37%	
TaxAct	\$6,674	\$6,550	\$7,599	\$5,052	\$3,121	\$14,050	\$19,461	\$664	\$5,351	\$6,898	\$5,891	\$7,379	25%	7%	38%	
Gabb Wireless								\$22				\$2,557	\$7,040	175%	#DIV/0!	#DIV/0!
Eroxon												\$6,964	#DIV/0!	#DIV/0!	#DIV/0!	
Caraway												\$6,956	#DIV/0!	#DIV/0!	#DIV/0!	
Bartesian									\$627	\$3,183	\$5,484	\$6,955	27%	118%	1009%	
Lectric eBikes										\$3,555	\$5,634	\$6,915	23%	95%	#DIV/0!	
Gundry MD											\$315	\$6,895	2091%	#DIV/0!	#DIV/0!	
Tractive										\$1,212	\$6,858	\$6,858	466%	#DIV/0!	#DIV/0!	
Upwork							\$1,746	\$89	\$8,001	\$27,047	\$15,688	\$6,850	-56%	-75%	-14%	
Nurx						\$33	\$83	\$3,856	\$1,594	\$6,613	\$4,453	\$6,847	54%	4%	330%	
Lumineux												\$6,695	#DIV/0!	#DIV/0!	#DIV/0!	
Mugsy											\$2,986	\$6,666	123%	#DIV/0!	#DIV/0!	
RedFin		\$1,622	\$20,328	\$9,184	\$10,060	\$9,366	\$31,159	\$18,472	\$42,714	\$28,869	\$12,080	\$6,555	-46%	-77%	-85%	
Crypto.com									\$46,860	\$54,415	\$21	\$6,469	30342%	-88%	-86%	
Pair Eyewear									\$365	\$2,178	\$3,948	\$6,341	61%	191%	1637%	
23AndMe	\$3,575		\$21,330	\$37,747	\$45,959	\$95,738	\$31,918	\$2,912	\$8,085	\$5,116	\$16,045	\$6,234	-61%	22%	-23%	
AliExpress												\$6,229	#DIV/0!	#DIV/0!	#DIV/0!	
Govx	\$44								\$6,314	\$7,033	\$974	\$4,930	25%	532%	-12%	
Ruggable									\$2,121	\$5,730		\$6,144	#DIV/0!	7%	190%	
Miracle Smile Flosser											\$4,660	\$6,030	29%	#DIV/0!	#DIV/0!	
HexClad										\$2,914	\$4,910	\$5,990	22%	106%	#DIV/0!	
LMNT											\$2,640	\$5,959	126%	#DIV/0!	#DIV/0!	
Brigit									\$443	\$2,957	\$4,788	\$5,876	23%	99%	1225%	
Empower App								\$145	\$457	\$3,648	\$7,749	\$5,874	-24%	61%	1186%	
Lemonaid								\$4,141	\$10,666	\$9,484	\$12,842	\$5,820	-55%	-39%	-45%	
Breco											\$4,850	\$5,783	19%	#DIV/0!	#DIV/0!	
ZipRecruiter	\$223	\$4,468	\$13,796	\$31,746	\$64,977	\$47,040	\$35,731	\$13,662	\$62,424	\$52,049	\$8,012	\$5,758	-28%	-89%	-91%	
Slim Mint											\$4,452	\$5,714	28%	#DIV/0!	#DIV/0!	
Uncommon Goods									\$734	\$6,676	\$5,622	\$5,586	-1%	-16%	661%	
Pepper												\$5,513	#DIV/0!	#DIV/0!	#DIV/0!	
Rue La La				\$10					\$1,765	\$6,098	\$6,270	\$5,501	-12%	-10%	212%	
Avocado Mattresses								\$776	\$4,350	\$7,322	\$5,618	\$4,870	6%	-8%	-29%	
Tonal							\$5,805	\$63,550	\$129,691	\$72,583	\$15,026	\$5,116	-66%	-93%	-96%	
IL MAKIAGE									\$372	\$1,963	\$1,318	\$5,093	286%	160%	1271%	
Lumen												\$5,065	#DIV/0!	#DIV/0!	#DIV/0!	
Upstart										\$25,025	\$1,262	\$4,936	291%	-80%	#DIV/0!	
TaxSlayer	\$6,006	\$6,445	\$7,077	\$4,655	\$5,263	\$2,681	\$840	\$4,273	\$5,014	\$3,776	\$6,713	\$4,927	-27%	30%	-2%	
ALLBLK Streaming									\$1,403	\$2,654	\$4,388	\$4,846	10%	83%	245%	
UNLUCKit			\$346	\$8,237	\$13,920	\$11,009	\$7,975	\$1,827	\$3,649	\$5,473	\$2,964	\$4,838	63%	-12%	33%	
HomeLight			\$59	\$1,224	\$9,064	\$52,271	\$151,946	\$89,137	\$83,555	\$52,340	\$11,708	\$4,760	-59%	-91%	-94%	
Goldbelly										\$7,208	\$6,421	\$4,695	-27%	-35%	#DIV/0!	
Every Man Jack										\$4,297	\$3,809	\$4,607	21%	7%	#DIV/0!	
Yrefy												\$4,550	#DIV/0!	#DIV/0!	#DIV/0!	
Rover	\$1,031	\$9,377	\$3,259	\$2,696	\$13,215	\$13,536	\$2,551	\$325	\$1,308	\$1,386	\$2,042	\$4,531	122%	227%	246%	
Daily Harvest						\$18	\$23,314	\$46,106	\$41,861	\$22,201	\$3,788	\$4,482	18%	-80%	-89%	
Mott & Bow											\$2,469	\$4,480	81%	#DIV/0!	#DIV/0!	
Vessi											\$1,603	\$4,458	178%	#DIV/0!	#DIV/0!	
Ethos Insurance							\$1,513	\$5,459	\$35,030	\$6,956	\$4,362	\$4,435	2%	-36%	-87%	
Ridge								\$3,793	\$7,906	\$1,598		\$4,328	#DIV/0!	171%	-45%	
JAXXON									\$227	\$1,280	\$4,299	\$4,299	236%	1792%	#DIV/0!	
Varo									\$8,193	\$2,542		\$4,265	#DIV/0!	68%	-48%	
Reliaquest											\$1,701	\$4,250	150%	#DIV/0!	#DIV/0!	
Slack Technologies		\$1,117	\$15,885		\$5,528	\$124	\$481	\$33,952	\$16,298	\$134	\$4,212	\$4,212	3052%	-74%	-88%	
Boll & Branch			\$800	\$664		\$4,775	\$60,687	\$13,912	\$7,042	\$5,489	\$4,165	\$4,165	-24%	-41%	-70%	
BYLT											\$5,454	\$4,139	-24%	#DIV/0!	#DIV/0!	
Caramels.com											\$396	\$4,019	916%	#DIV/0!	#DIV/0!	
Minted			\$2,677		\$5,966	\$5,266	\$1,967	\$2,810	\$1,415	\$1,726	\$3,953	\$3,953	129%	179%	41%	
Send A Cake								\$1,930	\$2,710	\$3,280	\$3,942	\$3,942	20%	45%	104%	
Smithy										\$2,794	\$3,932	\$3,932	41%	#DIV/0!	#DIV/0!	
Shady Rays							\$873	\$2,069	\$950	\$2,360	\$3,847	\$3,888	1%	65%	309%	

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.

Direct-to-Consumer Historical TV Spend Advertiser List Total TV Spend*

Sorted by 2024 Spend
196 - 260

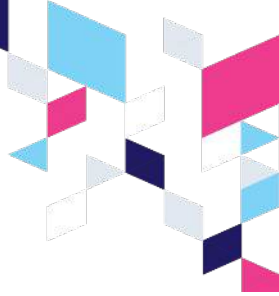


Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Masterclass				\$62	\$437	\$195	\$1,827	\$37,841	\$27,861	\$2,818	\$2,250	\$3,801	69%	35%	-86%
Keeps						\$21,634	\$21,111	\$23,018	\$21,809	\$14,383	\$6,613	\$3,718	-44%	-74%	-83%
Away						\$10,550	\$26,078	\$3,901	\$7,758	\$9,709	\$6,339	\$3,574	-44%	-63%	-54%
WIN Reality										\$5,814	\$5,973	\$3,525	-41%	-39%	#DIV/0!
Made In Cookware							\$237	\$23,200	\$17,546	\$15,499	\$9,207	\$3,513	-62%	-77%	-80%
Smartsheet						\$684	\$1,663	\$816		\$2,173	\$3,456		59%	#DIV/0!	323%
Skunky Wipes										\$323	\$3,400		952%	#DIV/0!	#DIV/0!
State & Liberty										\$240	\$3,365		1302%	#DIV/0!	#DIV/0!
Policy Fetch											\$3,325		#DIV/0!	#DIV/0!	#DIV/0!
Zebra Insurance						\$14,554	\$30,602	\$27,141	\$11,285		\$3,226		#DIV/0!	-71%	-88%
Prose							\$675	\$2,402			\$3,211		#DIV/0!	#DIV/0!	34%
Reset Smile									\$152	\$3,031	\$3,067		1%	1914%	#DIV/0!
JTV Jewelry				\$0	\$20	\$80	\$7	\$44	\$18	\$1	\$1,344	\$3,015	124%	554315%	16410%
goPuff								\$28	\$6,064			\$2,995	#DIV/0!	#DIV/0!	-51%
Kind Science												\$2,970	#DIV/0!	#DIV/0!	#DIV/0!
Postmates					\$549		\$15,582	\$15,467	\$14,447	\$345	\$16	\$2,794	17374%	710%	-81%
True Classic									\$1,873	\$10,029	\$5,216	\$2,788	-47%	-72%	49%
Poplush												\$2,772	#DIV/0!	#DIV/0!	#DIV/0!
Caden Lane											\$1,037	\$2,753	166%	#DIV/0!	#DIV/0!
Embark						\$83	\$21	\$3,725	\$9,195	\$10,206	\$2,690	\$2,690	-74%	-71%	-28%
Collars & Co.											\$2,644		#DIV/0!	#DIV/0!	#DIV/0!
Worthy								\$5,096	\$10,143	\$15,685	\$2,604		-83%	-74%	-49%
Jinx										\$3,175	\$3,784	\$2,555	-32%	-20%	#DIV/0!
Pact											\$2,528		#DIV/0!	#DIV/0!	#DIV/0!
GO2bank									\$18,554	\$8,778	\$1,826	\$2,494	37%	-72%	-87%
Mizzen & Main						\$340	\$814				\$7	\$2,469	33692%	#DIV/0!	#DIV/0!
Agency												\$2,467	#DIV/0!	#DIV/0!	#DIV/0!
Everglow												\$2,403	#DIV/0!	#DIV/0!	#DIV/0!
Teladoc								\$3,556	\$2,256	\$6,500	\$8,991	\$2,341	-74%	-64%	4%
Voom										\$349	\$2,262		548%	#DIV/0!	#DIV/0!
John Hardy			\$1		\$8	\$6	\$3	\$1	\$15	\$1	\$2,330	\$2,195	-6%	150725%	14407%
Incogni												\$2,181	#DIV/0!	#DIV/0!	#DIV/0!
Minky Couture			\$2		\$104	\$168	\$64			\$17	\$13	\$2,130	16101%	12128%	#DIV/0!
SKIMS									\$824	\$3,675	\$5,327	\$2,118	-60%	-42%	157%
Groove Life										\$3,160	\$7,606	\$2,109	-72%	-33%	#DIV/0!
Skylight Frames							\$347	\$780	\$970	\$969	\$1,462	\$2,049	40%	111%	111%
Quip						\$5,772	\$13,171	\$4,054	\$4,163	\$109		\$2,046	#DIV/0!	1783%	-51%
bella												\$1,968	#DIV/0!	#DIV/0!	#DIV/0!
BRUNT												\$1,945	#DIV/0!	#DIV/0!	#DIV/0!
Cash App										\$1,757	\$1,321	\$1,931	46%	10%	#DIV/0!
Melin											\$2,111	\$1,881	-11%	#DIV/0!	#DIV/0!
Graza												\$1,877	#DIV/0!	#DIV/0!	#DIV/0!
Mielle Organics					\$30	\$53		\$16	\$19		\$25	\$1,854	7299%	#DIV/0!	9438%
Rally House						\$75	\$1,432	\$954	\$1,301	\$897	\$1,911	\$1,840	-4%	105%	41%
Emesta											\$2,091	\$1,839	-12%	#DIV/0!	#DIV/0!
Boarderie												\$1,767	#DIV/0!	#DIV/0!	#DIV/0!
Little Spoon												\$1,763	#DIV/0!	#DIV/0!	#DIV/0!
Alloy												\$1,723	#DIV/0!	#DIV/0!	#DIV/0!
Waystar									\$1,844	\$1,726	\$2,329	\$1,702	-27%	-1%	-8%
Trika											\$224	\$1,643	633%	#DIV/0!	#DIV/0!
Facet Wealth										\$1,036	\$1,419	\$1,587	12%	53%	#DIV/0!
Spoonful of Comfort												\$1,571	#DIV/0!	#DIV/0!	#DIV/0!
Fundrise									\$4,737	\$3,585	\$239	\$1,551	548%	-57%	-67%
Clic												\$1,509	#DIV/0!	#DIV/0!	#DIV/0!
Rinse											\$333	\$1,469	341%	#DIV/0!	#DIV/0!
Backbone											\$1,135	\$1,467	29%	#DIV/0!	#DIV/0!
Hydrow									\$992	\$1,012	\$397	\$1,403	253%	3%	41%
BlendJet									\$514	\$11,710	\$16,150	\$1,376	-91%	-88%	168%
Blue Man Pills												\$1,370	#DIV/0!	#DIV/0!	#DIV/0!
Shipt							\$2,852	\$13,203		\$381	\$2,611	\$1,370	-48%	259%	#DIV/0!
Kinder's												\$1,343	#DIV/0!	#DIV/0!	#DIV/0!
Branch												\$1,305	#DIV/0!	#DIV/0!	#DIV/0!
Vroom (Vehicle Sales)				\$1,460		\$3,967	\$20,933	\$27,870	\$48,116	\$44,441	\$23,055	\$1,278	-94%	-97%	-97%
Vinia											\$299	\$1,235	313%	#DIV/0!	#DIV/0!
Beekman 1802												\$1,221	#DIV/0!	#DIV/0!	#DIV/0!

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.



Direct-to-Consumer Historical TV Spend Advertiser List Total TV Spend*



Sorted by 2024 Spend

261 - 325

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Pvolve											\$778	\$1,155	48%	#DIV/0!	#DIV/0!
Revival												\$1,075	#DIV/0!	#DIV/0!	#DIV/0!
Supernatural									\$189	\$2,921	\$1,009	\$1,037	3%	-65%	448%
Sand Cloud										\$2,550	\$522	\$1,005	92%	-61%	#DIV/0!
Instant Beauty 60								\$20	\$1,602	\$2,518	\$4,055	\$961	-76%	-62%	-40%
Sqairz Golf								\$1,084	\$1,450	\$868	\$1,054	\$942	-11%	8%	-35%
Duke Cannon Supply Company									\$35	\$637	\$6,262	\$942	-85%	48%	2582%
Blissy												\$935	#DIV/0!	#DIV/0!	#DIV/0!
Aura Electronic						\$535		\$115	\$84	\$43	\$1,473	\$933	-37%	2052%	1016%
Nomatic										\$293	\$1,489	\$922	-38%	215%	#DIV/0!
Nordic Naturals												\$891	#DIV/0!	#DIV/0!	#DIV/0!
OfferPad					\$5,597	\$10,103	\$13,049	\$5,072	\$25,258	\$17,458	\$6,260	\$875	-86%	-95%	-97%
TAO Clean												\$874	#DIV/0!	#DIV/0!	#DIV/0!
Justfab	\$11,359	\$11,066	\$9,553	\$12,786	\$12,283	\$4,747	\$3,815		\$3,326	\$3,136	\$543	\$874	61%	-72%	-74%
Whoop								\$3,946	\$11,930	\$3,323	\$383	\$856	124%	-74%	-93%
CERAMAX												\$855	#DIV/0!	#DIV/0!	#DIV/0!
Mill												\$828	#DIV/0!	#DIV/0!	#DIV/0!
Charlotte's Web												\$810	#DIV/0!	#DIV/0!	#DIV/0!
Oliver Thomas											\$284	\$803	183%	#DIV/0!	#DIV/0!
FALSCARA												\$790	#DIV/0!	#DIV/0!	#DIV/0!
DIME												\$785	#DIV/0!	#DIV/0!	#DIV/0!
Spoiled Child											\$2,017	\$778	-61%	#DIV/0!	#DIV/0!
Firstleaf								\$2,968	\$3,504	\$1,522	\$828	\$769	-7%	-49%	-78%
Pie Insurance						\$573		\$2,241	\$1,102	\$2,139	\$792	\$759	-4%	-65%	-31%
Cuddly												\$740	#DIV/0!	#DIV/0!	#DIV/0!
IQAir												\$731	#DIV/0!	#DIV/0!	#DIV/0!
VetsRef									\$11		\$106	\$700	558%	#DIV/0!	6443%
Overstock.com	\$23,392	\$21,734	\$21,309	\$19,811	\$25,918	\$35,156	\$34,066	\$32,268	\$20,187	\$10,259	\$1,200	\$696	-42%	-93%	-97%
Chocolate.com											\$521	\$693	33%	#DIV/0!	#DIV/0!
Emma								\$17			\$5,080	\$692	-86%	#DIV/0!	#DIV/0!
Slumberpod							\$13	\$9	\$3	\$1	\$2	\$675	28151%	68285%	20553%
Full Leaf Tea Co.												\$675	#DIV/0!	#DIV/0!	#DIV/0!
TripAmigo									\$670	\$9,583	\$1,833	\$659	-64%	-93%	-2%
Vivian											\$1,934	\$652	-66%	#DIV/0!	#DIV/0!
My Medic												\$650	#DIV/0!	#DIV/0!	#DIV/0!
ZLINE												\$649	#DIV/0!	#DIV/0!	#DIV/0!
Compare.com			\$8,491	\$9,677	\$2,877	\$1,644	\$2,337	\$3,682				\$642	#DIV/0!	#DIV/0!	#DIV/0!
Zeba											\$174	\$638	266%	#DIV/0!	#DIV/0!
Montana Knife Co												\$638	#DIV/0!	#DIV/0!	#DIV/0!
Zoom Optics											\$565	\$634	12%	#DIV/0!	#DIV/0!
Taffy.com												\$627	#DIV/0!	#DIV/0!	#DIV/0!
Jack Archer												\$616	#DIV/0!	#DIV/0!	#DIV/0!
Our Place Always								\$1,474	\$26,611	\$13,289	\$4,124	\$602	-85%	-95%	-98%
Brillia										\$2,455	\$8,125	\$593	-93%	-76%	#DIV/0!
Aday												\$572	#DIV/0!	#DIV/0!	#DIV/0!
NUFABRX												\$563	#DIV/0!	#DIV/0!	#DIV/0!
Metagenics												\$556	#DIV/0!	#DIV/0!	#DIV/0!
Wix	\$25,492	\$85,051	\$70,023	\$46,739	\$13,920	\$6,323	\$6,414	\$1,372	\$1,111	\$1		\$549	#DIV/0!	65945%	-51%
CHALKBOARD												\$549	#DIV/0!	#DIV/0!	#DIV/0!
Magic Spoon									\$2,988	\$12,609	\$2,616	\$546	-79%	-96%	-82%
King Kanine									\$0	\$0	\$1,199	\$544	-55%	#DIV/0!	123113%
Simple Modern									\$1	\$0		\$539	#DIV/0!	#DIV/0!	653169%
Wild Alaskan Company								\$2				\$528	#DIV/0!	#DIV/0!	#DIV/0!
City Beauty												\$526	#DIV/0!	#DIV/0!	#DIV/0!
Oscar Health		\$146	\$2,193	\$514	\$69	\$729	\$3,594	\$892	\$4,110	\$1,542	\$547	\$519	-5%	-66%	-87%
Cushion Lab												\$518	#DIV/0!	#DIV/0!	#DIV/0!
Rhone						\$59		\$438	\$1,130			\$512	#DIV/0!	#DIV/0!	-55%
RedBox Rx										\$82	\$344	\$511	49%	527%	#DIV/0!
THOR Kitchen												\$509	#DIV/0!	#DIV/0!	#DIV/0!
iTrustCapital									\$633	\$6,603		\$502	#DIV/0!	-92%	-21%
Grubhub Seamless	\$3,076	\$11,022	\$13,057	\$1,962	\$12,040	\$35,875	\$90,658	\$116,961	\$69,311	\$32,216	\$12,439	\$501	-96%	-98%	-99%
Woxer												\$493	#DIV/0!	#DIV/0!	#DIV/0!
Lemme												\$484	#DIV/0!	#DIV/0!	#DIV/0!
JEWLR												\$480	#DIV/0!	#DIV/0!	#DIV/0!
Canva								\$6,507	\$36,978	\$34,499	\$338	\$474	40%	-99%	-99%

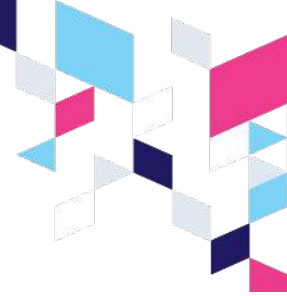
Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.



Direct-to-Consumer Historical TV Spend Advertiser List

Total TV Spend*

Sorted by 2024 Spend
326 - 390



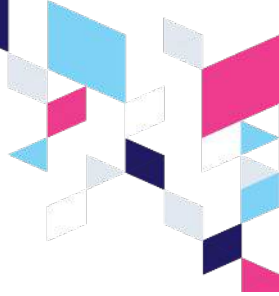
Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
CookUnity												\$474			
Tennis Warehouse		\$160	\$121	\$108	\$533	\$409	\$288	\$52	\$337	\$433	\$358	\$440	23%	2%	31%
Flamingo									\$1,459			\$427	#DIV/0!	#DIV/0!	-71%
FuturHealth												\$425	#DIV/0!	#DIV/0!	#DIV/0!
TRX												\$416	#DIV/0!	#DIV/0!	#DIV/0!
Skinesa												\$411	#DIV/0!	#DIV/0!	#DIV/0!
Rhoback												\$410	#DIV/0!	#DIV/0!	#DIV/0!
KitNipBox												\$388	#DIV/0!	#DIV/0!	#DIV/0!
Manta Sleep												\$359	#DIV/0!	#DIV/0!	#DIV/0!
Helix Sleep					\$951	\$1		\$2,257				\$354	#DIV/0!	#DIV/0!	#DIV/0!
Beyond Yoga												\$344	#DIV/0!	#DIV/0!	#DIV/0!
Two Blind Brothers												\$335	#DIV/0!	#DIV/0!	#DIV/0!
Laundry Sauce												\$334	#DIV/0!	#DIV/0!	#DIV/0!
Inspira												\$328	#DIV/0!	#DIV/0!	#DIV/0!
IMBXX												\$320	#DIV/0!	#DIV/0!	#DIV/0!
Monos Luggage											\$2,016	\$319	-84%	#DIV/0!	#DIV/0!
Madison Avenue Couture												\$308	#DIV/0!	#DIV/0!	#DIV/0!
Villeroy & Boch												\$303	#DIV/0!	#DIV/0!	#DIV/0!
Sundays for Dogs												\$302	#DIV/0!	#DIV/0!	#DIV/0!
My Life In A Book												\$296	#DIV/0!	#DIV/0!	#DIV/0!
SAYSH												\$294	#DIV/0!	#DIV/0!	#DIV/0!
Doggie Hush												\$287	#DIV/0!	#DIV/0!	#DIV/0!
easyplant											\$1,117	\$277	-75%	#DIV/0!	#DIV/0!
Qualla												\$276	#DIV/0!	#DIV/0!	#DIV/0!
Good Ranchers									\$67			\$8	3134%	#DIV/0!	299%
Birddogs							\$76	\$2,161	\$2,428	\$3,659	\$1,506	\$241	-84%	-93%	-90%
Zelle						\$18,632	\$236	\$181	\$8,534	\$9,383	\$1,113	\$226	-80%	-98%	-97%
G-Plans												\$107	110%	#DIV/0!	#DIV/0!
Liquid Rubber												\$226	#DIV/0!	#DIV/0!	#DIV/0!
Strauss												\$220	#DIV/0!	#DIV/0!	#DIV/0!
Matsato												\$213	#DIV/0!	#DIV/0!	#DIV/0!
Gem												\$213	#DIV/0!	#DIV/0!	#DIV/0!
Odele												\$207	#DIV/0!	#DIV/0!	#DIV/0!
HLTH Code												\$205	#DIV/0!	#DIV/0!	#DIV/0!
Halo Collars									\$522	\$2,698	\$1,910	\$203	-89%	-92%	-61%
Aprende									\$127	\$545	\$1,712	\$198	-88%	-64%	56%
Q30 Innovations											\$918	\$198	-78%	#DIV/0!	#DIV/0!
Art Of Sport								\$840	\$406			\$198	#DIV/0!	#DIV/0!	-51%
Johnny Was												\$196	#DIV/0!	#DIV/0!	#DIV/0!
Boldify												\$195	#DIV/0!	#DIV/0!	#DIV/0!
ReflexMD												\$193	#DIV/0!	#DIV/0!	#DIV/0!
Talkspace		\$32	\$1,285	\$37,399	\$35,877	\$20,872	\$6,744	\$4,432	\$1,827	\$6	\$190	\$190	3115%	-90%	-98%
Made In USA												\$190	#DIV/0!	#DIV/0!	#DIV/0!
Copper Compression												\$189	#DIV/0!	#DIV/0!	#DIV/0!
Fire Department Coffee											\$122	\$188	54%	#DIV/0!	#DIV/0!
Mackenzie Limited												\$188	#DIV/0!	#DIV/0!	#DIV/0!
StaffDNA									\$180	\$79	\$1,039	\$187	-82%	136%	4%
Leesa				\$13,549	\$63,487	\$80,995	\$38,739	\$4,558		\$129		\$185	#DIV/0!	44%	#DIV/0!
Guy Fieri's Flavortown												\$184	#DIV/0!	#DIV/0!	#DIV/0!
Care/Of Vitamins						\$198	\$69					\$180	#DIV/0!	#DIV/0!	#DIV/0!
ResortPass												\$178	#DIV/0!	#DIV/0!	#DIV/0!
Simpler Hair Color												\$167	#DIV/0!	#DIV/0!	#DIV/0!
Osprey Funds									\$292	\$119		\$160	#DIV/0!	34%	-45%
Clocks and Colours												\$158	#DIV/0!	#DIV/0!	#DIV/0!
Sorare												\$146	-89%	#DIV/0!	#DIV/0!
Fable												\$155	#DIV/0!	#DIV/0!	#DIV/0!
Anyday											\$433	\$150	-65%	#DIV/0!	#DIV/0!
RYZE												\$146	#DIV/0!	#DIV/0!	#DIV/0!
Capillus							\$7,043	\$20,308	\$4,075	\$415	\$1,259	\$146	-88%	-65%	-96%
Sitka Seafood Market												\$342	-59%	#DIV/0!	#DIV/0!
Headspace				\$56	\$66		\$711	\$20,067	\$7,198	\$2,996	\$4	\$136	3715%	-95%	-98%
Ladder Insurance						\$308	\$3,610	\$7,118	\$3,813	\$542		\$135	-75%	-96%	-98%
Pillow4Pain												\$128	#DIV/0!	#DIV/0!	#DIV/0!
Pacagen												\$123	#DIV/0!	#DIV/0!	#DIV/0!
Bitwise Investments									\$130	\$1,095	\$113	\$122	8%	-89%	-6%

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.



Direct-to-Consumer Historical TV Spend Advertiser List

Total TV Spend*



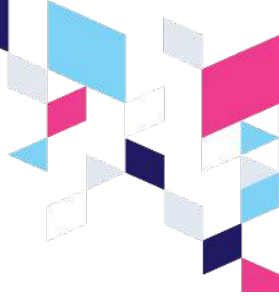
Sorted by 2024 Spend
391 - 455

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)	
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Posh Peanut												\$121	#DIV/0!	#DIV/0!	#DIV/0!	
Sunrise Flour Mill												\$120	#DIV/0!	#DIV/0!	#DIV/0!	
CRIMPIT												\$112	#DIV/0!	#DIV/0!	#DIV/0!	
Holiball												\$111	#DIV/0!	#DIV/0!	#DIV/0!	
Proper Cloth							\$1,162	\$591				\$111	#DIV/0!	#DIV/0!	#DIV/0!	
Ministry Of Supply									\$178	\$46		\$109	87%	#DIV/0!	136%	
point.me												\$108	#DIV/0!	#DIV/0!	#DIV/0!	
Better Life Science												\$106	#DIV/0!	#DIV/0!	#DIV/0!	
UNEKOR												\$105	#DIV/0!	#DIV/0!	#DIV/0!	
The GLD Shop												\$104	#DIV/0!	#DIV/0!	#DIV/0!	
Gainbridge Insurance								\$4,554	\$529	\$495	\$74	\$544	\$104	-81%	40%	-79%
MUNICIPAL											\$686	\$165	\$96	-42%	-86%	#DIV/0!
Bonfire									\$5,558	\$4,975	\$2,605	\$85	#DIV/0!	-97%	-98%	
Pure Flix		\$168	\$61	\$1,481	\$159	\$4,062	\$195	\$764	\$1,119	\$202	\$407	\$80	-80%	-60%	-93%	
Hyperice								\$3,536	\$2,114	\$1,469	\$91	\$62	-32%	-96%	-97%	
Legacy Quote Insurance										\$463		\$58	#DIV/0!	#DIV/0!	-87%	
PATTERN											\$396	\$57	-86%	#DIV/0!	#DIV/0!	
Zesty Paws										\$602	\$4	\$21	\$50	132%	1181%	-92%
DIFF											\$363	\$43	#DIV/0!	-88%	#DIV/0!	
Duolingo								\$715	\$2,939	\$22		\$41	#DIV/0!	86%	-99%	
CuriosityStream						\$6,025	\$37,787	\$21,101	\$2,939	\$1,252	\$15	\$37	143%	#DIV/0!	-97%	
Pray.Com						\$1,115	\$15,015	\$10,179	\$1,409	\$34	\$36	\$29	7%	-97%	-100%	
Onewheel								\$762	\$5,823	\$8,297	\$1,976	\$29	-99%	-100%	-100%	
Manly Bands								\$1,394	\$9,270			\$27	#DIV/0!	#DIV/0!	-100%	
PillPack					\$717	\$12,149	\$14,439	\$7,757	\$2,026			\$25	#DIV/0!	#DIV/0!	-99%	
Pacas										\$290	\$1,078	\$12	-99%	-96%	#DIV/0!	
Ever Root											\$198	\$10	-95%	#DIV/0!	#DIV/0!	
Chatbooks			\$5	\$333	\$1,724		\$78	\$290			\$9	\$6	-30%	#DIV/0!	#DIV/0!	
TextKiller										\$999	\$1	\$4	352%	-100%	#DIV/0!	
Tovala										\$2,655	\$2,928	\$550	\$3	-99%	-100%	-100%
Turo					\$323	\$23,874	\$16,805	\$55	\$9,779	\$7,153	\$2,900	\$3	-100%	-100%	-100%	
Corkcicle									\$170	\$132		\$2	#DIV/0!	-98%	-99%	
Aerotrainer								\$242	\$383	\$69	\$12	\$2	-81%	-97%	-99%	
Eargo			\$942	\$202	\$210	\$934	\$3,879	\$8,476	\$24,287	\$5,431	\$2,660	\$2	-100%	-100%	-100%	
Mack Weldon							\$48	\$2,195	\$4,847			\$1	#DIV/0!	#DIV/0!	-100%	
IdentityIQ									\$2,155	\$909	\$9	\$1	-86%	-100%	-100%	
Cerebral									\$10,783	\$5,580		\$1	#DIV/0!	-100%	-100%	
Hello Bag									\$139	\$0	\$0	\$1	137%	9763%	-99%	
Zazzle								\$166	\$672	\$4,484	\$3,981	\$1	-100%	-100%	-100%	
Lucid Autos								\$247	\$3,082	\$4,436	\$3,440	\$1	-100%	-100%	-100%	
Arlo										\$5,343		\$1	#DIV/0!	-100%	#DIV/0!	
MVMT					\$2,669	\$20,870	\$16,076	\$5,282	\$9,990	\$6,598	\$1,235	\$1	-100%	-100%	-100%	
Bucked Up											\$1,618	\$0	-100%	#DIV/0!	#DIV/0!	
Dead Scent										\$151		\$0	-61%	-100%	#DIV/0!	
Onnit											\$211	\$0	-100%	#DIV/0!	#DIV/0!	
Smile Direct Club				\$430	\$90,006	\$182,522	\$141,320	\$62,837	\$118,949	\$56,216	\$36,986		-100%	-100%	-100%	
Nerdwallet			\$1,789	\$21,734	\$59,400	\$147,274	\$79,533	\$75,778	\$38,098	\$52,618	\$31,084		-100%	-100%	-100%	
Temu											\$21,129		-100%	#DIV/0!	#DIV/0!	
Butcherbox							\$649	\$61,448	\$48,682	\$31,853	\$14,387		-100%	-100%	-100%	
Wise App										\$178	\$13,160		-100%	-100%	#DIV/0!	
Blair										\$11,983	\$7,895		-100%	-100%	#DIV/0!	
THINX						\$46	\$2,726	\$118	\$508	\$2,673	\$7,465		-100%	-100%	-100%	
Fresh Direct										\$2,944	\$6,293		-100%	-100%	#DIV/0!	
Shinesty											\$5,699		-100%	#DIV/0!	#DIV/0!	
OfferUp			\$427	\$651	\$12,233	\$10,242	\$4,363			\$670	\$5,468		-100%	-100%	#DIV/0!	
Floyd										\$5,260	\$5,431		-100%	-100%	#DIV/0!	
Earnest											\$4,850		-100%	#DIV/0!	#DIV/0!	
Birthdate									\$1,496	\$3,291	\$4,701		-100%	-100%	-100%	
Casper			\$1,795	\$10,557	\$18,763	\$19,003	\$51,990	\$29,880	\$21,032	\$14,937	\$4,427		-100%	-100%	-100%	
Zulily	\$27,038	\$72,757	\$46,503	\$25,185	\$16,193	\$27,014	\$33,435	\$13,495	\$26	\$635	\$4,039		-100%	-100%	-100%	
Nectar Mattresses						\$18,785	\$1,136	\$3,101	\$9,048		\$3,967		-100%	#DIV/0!	-100%	
Adore Me			\$20,847	\$38,858	\$70,256	\$7,121	\$3,491	\$5,008	\$20,906	\$8,545	\$3,250		-100%	-100%	-100%	
Bespoke Post									\$4,060	\$4,931	\$3,247		-100%	-100%	-100%	
Touch of Modern						\$852	\$33,884	\$64,775	\$48,348	\$39,440	\$12,939	\$3,143	-100%	-100%	-100%	
Rothys Shoes								\$17,538	\$2,377	\$4,765	\$12,849	\$2,968	-100%	-100%	-100%	

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.

Direct-to-Consumer Historical TV Spend Advertiser List

Total TV Spend*



Sorted by 2024 Spend

456 - 520

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Bonobos				\$1,727		\$4,438			\$4	\$14,427	\$2,748		-100%	-100%	-100%
Truskin											\$2,171		-100%	#DIV/0!	#DIV/0!
Revela										\$306	\$2,169		-100%	-100%	#DIV/0!
Swift Premium Meats									\$993	\$1,771	\$2,086		-100%	-100%	-100%
Black Wolf											\$2,019		-100%	#DIV/0!	#DIV/0!
ThirdLove					\$3,002	\$11,556	\$18,054	\$2,246	\$2,307	\$1,827	\$1,973		-100%	-100%	-100%
Fiture										\$3,808	\$1,957		-100%	-100%	#DIV/0!
Circle											\$1,806		-100%	#DIV/0!	#DIV/0!
Kettle & Fire										\$4,076	\$1,645		-100%	-100%	#DIV/0!
Pendulum									\$1,506	\$3,936	\$1,571		-100%	-100%	-100%
Yelloh											\$1,536		-100%	#DIV/0!	#DIV/0!
Cat Person											\$1,513		-100%	#DIV/0!	#DIV/0!
Marine Layer										\$2,481	\$1,491		-100%	-100%	#DIV/0!
Windmill Air										\$105	\$1,381		-100%	-100%	#DIV/0!
Mejuri Jewelry								\$3,413	\$8,968	\$9,380	\$1,292		-100%	-100%	-100%
Freevee										\$17,223	\$1,203		-100%	-100%	#DIV/0!
eva + avo											\$1,129		-100%	#DIV/0!	#DIV/0!
Honeybook											\$1,071		-100%	#DIV/0!	#DIV/0!
Walk-In Bath Club											\$919		-100%	#DIV/0!	#DIV/0!
Figure Loan Co & Pay App						\$217	\$255	\$887	\$2,160	\$889			-100%	-100%	-100%
Yieldstreet									\$430	\$832			-100%	-100%	#DIV/0!
Allbirds						\$61			\$24,860	\$8,205	\$831		-100%	-100%	-100%
Quay										\$1,025	\$829		-100%	-100%	#DIV/0!
evite											\$825		-100%	#DIV/0!	#DIV/0!
Misfits Market						\$13	\$3	\$3,997	\$6,731	\$781			-100%	-100%	-100%
Grove Collaborative						\$5,989		\$8,970	\$12,934	\$780			-100%	-100%	-100%
eToro									\$14,423	\$778			-100%	-100%	#DIV/0!
nuun											\$735		-100%	#DIV/0!	#DIV/0!
Zipfizz											\$698		-100%	#DIV/0!	#DIV/0!
Notion											\$643		-100%	#DIV/0!	#DIV/0!
Vitapod										\$1,002	\$640		-100%	-100%	#DIV/0!
Roll by ADP App										\$230	\$572		-100%	-100%	#DIV/0!
Nutrient Survival									\$8	\$563			-100%	-100%	#DIV/0!
Glossier						\$735		\$1,695	\$372	\$553			-100%	-100%	-100%
Tiege Hanley									\$6	\$545			-100%	-100%	#DIV/0!
Livongo							\$20		\$749	\$509			-100%	-100%	#DIV/0!
Pura										\$490			-100%	#DIV/0!	#DIV/0!
Ten Thousand										\$104	\$442		-100%	-100%	#DIV/0!
Bark Box		\$4,836			\$630	\$5,072	\$791	\$580	\$8,123	\$5,839	\$402		-100%	-100%	-100%
Moxie											\$320		-100%	#DIV/0!	#DIV/0!
Wild Earth										\$6,047	\$317		-100%	-100%	#DIV/0!
Storypod											\$313		-100%	#DIV/0!	#DIV/0!
JELLYVISION GAMES INC								\$758	\$117	\$1,290			-100%	-100%	-100%
Inscents Voodoo											\$295		-100%	#DIV/0!	#DIV/0!
Made by Nacho											\$276		-100%	#DIV/0!	#DIV/0!
Free Country											\$267		-100%	#DIV/0!	#DIV/0!
Outdoor Research											\$251		-100%	#DIV/0!	#DIV/0!
Thymes											\$250		-100%	#DIV/0!	#DIV/0!
Humankind											\$244		-100%	#DIV/0!	#DIV/0!
Mirror Electronic Equip						\$98,120	\$146,773	\$55,981	\$7,225	\$244			-100%	-100%	-100%
Byte										\$42	\$237		-100%	-100%	#DIV/0!
Enso Rings											\$202		-100%	#DIV/0!	#DIV/0!
Trinny London									\$260	\$201			-100%	#DIV/0!	-100%
Inside Weather											\$198		-100%	#DIV/0!	#DIV/0!
Market											\$185		-100%	#DIV/0!	#DIV/0!
Fitbod										\$524	\$180		-100%	-100%	#DIV/0!
RefundsPro											\$164		-100%	#DIV/0!	#DIV/0!
Athena Club									\$1,984	\$3,237	\$164		-100%	-100%	-100%
Dia&Co				\$363	\$21,462	\$2,435	\$4,310		\$62	\$792	\$143		-100%	-100%	-100%
Delectable Home											\$126		-100%	#DIV/0!	#DIV/0!
Serena & Lily											\$123		-100%	#DIV/0!	#DIV/0!
Algorand									\$219	\$339	\$111		-100%	-100%	-100%
Breeze Brite											\$107		-100%	#DIV/0!	#DIV/0!
CBDmd								\$2,247	\$3,805	\$1,106	\$105		-100%	-100%	-100%
Crunch Cup											\$100		-100%	#DIV/0!	#DIV/0!

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.

Direct-to-Consumer Historical TV Spend Advertiser List Total TV Spend*

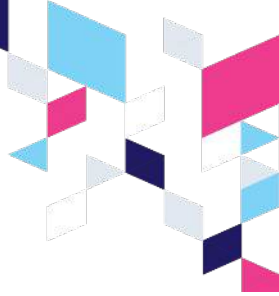
Sorted by 2024 Spend
521 - 585

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Fair Harbor									\$120	\$1,363	\$92		-100%	-100%	-100%
Huckberry										\$4,704	\$70		-100%	-100%	#DIV/0!
Little Passports			\$478	\$4,479	\$7,023	\$5,606	\$3,818	\$3,834	\$2,558	\$3,830	\$53		-100%	-100%	-100%
Skylar									\$408		\$52		-100%	#DIV/0!	-100%
Curavi Pro									\$455	\$64	\$46		-100%	#DIV/0!	-100%
Laird Superfood									\$186	\$195	\$43		-100%	-100%	-100%
Shoedazzle	\$60,280	\$18,314	\$23,065	\$19,562	\$12,447	\$4,651	\$3,277		\$1,299	\$549	\$42		-100%	-100%	-100%
Chirp Wheel								\$1,135	\$1,507	\$59	\$38		-100%	-100%	-100%
Urbanflx TV								\$748	\$47		\$31		-100%	#DIV/0!	-100%
Upgrade									\$524	\$60,005	\$25		-100%	-100%	-100%
Currency										\$658	\$16		-100%	-100%	#DIV/0!
Jambys									\$390	\$1,074	\$11		-100%	-100%	-100%
Zwift						\$266	\$197		\$327	\$244	\$9		-100%	-100%	-100%
Lemonade Insurance									\$3,489	\$41	\$8		-100%	-100%	-100%
Alteryx									\$319		\$7		-100%	#DIV/0!	-100%
FreePrints		\$1,206	\$1,072	\$1,412	\$5,723	\$11,489	\$8,451	\$2,187	\$308	\$102	\$7		-100%	-100%	-100%
Keen									\$1,044	\$523	\$6		-100%	-100%	-100%
Ticketsmarter							\$278	\$55	\$409	\$856	\$6		-100%	-100%	-100%
Tuft & Needle				\$3,713	\$2,089	\$2,931	\$235	\$98	\$30		\$5		-100%	#DIV/0!	-100%
Hive									\$1,580	\$70	\$5		-100%	-100%	-100%
Lucyd									\$877	\$16	\$5		-100%	-100%	-100%
Freshly					\$896	\$18,652	\$33,402	\$23,400	\$11,993	\$4			-100%	-100%	-100%
Full Swing										\$196	\$3		-100%	-100%	#DIV/0!
Plow & Hearth	\$4	\$3								\$2,187	\$2		-100%	-100%	#DIV/0!
Popsockets						\$18	\$1,008		\$34	\$1	\$1		-100%	-100%	-100%
Truebill							\$141	\$16,684	\$53,557	\$61,713	\$1		-100%	-100%	-100%
Coin Cloud									\$195	\$46	\$1		-100%	-100%	-100%
Home Advisor	\$7,370	\$52,627	\$70,457	\$60,862	\$91,323	\$96,153	\$118,443	\$52,819	\$3,091	\$3	\$0		-100%	-100%	-100%
Trip Advisor	\$19,067	\$19,486	\$23,453		\$41,133	\$65,054	\$43,478	\$0		\$241	\$0		-100%	-100%	#DIV/0!
Green Chef				\$727		\$388	\$2,620				\$0		-100%	#DIV/0!	#DIV/0!
The Knot									\$342		\$0		-100%	#DIV/0!	-100%
FTX									\$31,027	\$56,463			#DIV/0!	-100%	-100%
Miro										\$18,140			#DIV/0!	-100%	#DIV/0!
Dollar Shave Club	\$11,408	\$17,338	\$75,833	\$66,147	\$71,839	\$29,529	\$15,075	\$3,633	\$14,140	\$15,012			#DIV/0!	-100%	-100%
Cue Health									\$1,502	\$13,968			#DIV/0!	-100%	-100%
Lively Hearing Aids								\$3,267	\$13,970	\$10,763			#DIV/0!	-100%	-100%
Wallbox										\$8,330			#DIV/0!	-100%	#DIV/0!
Boxed Online				\$26,989	\$2,985		\$5,139	\$381	\$13,221	\$7,872			#DIV/0!	-100%	-100%
Credit Sesame	\$40		\$1,071	\$2,889	\$12,235	\$18,768	\$63,815	\$22,818	\$21,164	\$7,751			#DIV/0!	-100%	-100%
Zola					\$1,389	\$12,285	\$15,920	\$4,547	\$8,415	\$6,293			#DIV/0!	-100%	-100%
Scribd							\$466	\$881	\$8,231	\$5,753			#DIV/0!	-100%	-100%
Torrid										\$5,731			#DIV/0!	-100%	#DIV/0!
Sheertex									\$782	\$4,888			#DIV/0!	-100%	-100%
Birdies									\$2,144	\$4,569			#DIV/0!	-100%	-100%
Wish					\$9,493	\$16,063	\$23	\$378	\$3,557	\$4,470			#DIV/0!	-100%	-100%
Lively Lingerie								\$9,028	\$7,098	\$3,907			#DIV/0!	-100%	-100%
Shift Technologies							\$427	\$959	\$11,959	\$3,818			#DIV/0!	-100%	-100%
RingCentral								\$93	\$521	\$3,744			#DIV/0!	-100%	-100%
Thrive Market				\$1,114	\$356	\$309		\$1,537	\$11,948	\$3,418			#DIV/0!	-100%	-100%
Mrs. Meyer's									\$7,198	\$3,378			#DIV/0!	-100%	-100%
Blue Apron		\$334	\$28,634	\$44,215	\$33,975	\$24,256		\$3,071		\$3,192			#DIV/0!	-100%	#DIV/0!
Udemy									\$934	\$3,073			#DIV/0!	-100%	-100%
Upsie									\$8,406	\$2,749			#DIV/0!	-100%	-100%
Capsule						\$158	\$934	\$2,642	\$2,579				#DIV/0!	-100%	-100%
EveryPlate									\$2,014	\$2,497			#DIV/0!	-100%	-100%
RAYCON						\$5,092	\$1,701		\$2,302				#DIV/0!	-100%	#DIV/0!
Thredup	\$69	\$251			\$5,262	\$4,144	\$49,490	\$53,200	\$17,765	\$2,239			#DIV/0!	-100%	-100%
Billie Razor							\$233	\$7,016	\$2,796	\$2,232			#DIV/0!	-100%	-100%
Owning							\$6,051	\$7,560	\$7,836	\$2,058			#DIV/0!	-100%	-100%
Sunbrella		\$226	\$171	\$210	\$15			\$0		\$1,998			#DIV/0!	-100%	#DIV/0!
Bite										\$1,936			#DIV/0!	-100%	#DIV/0!
Valley Credit Union			\$9	\$11	\$13		\$3		\$1	\$1,898			#DIV/0!	-100%	-100%
Exoticca									\$0	\$1,888			#DIV/0!	-100%	-100%
Watch Gang									\$254	\$1,636			#DIV/0!	-100%	-100%
Starface									\$60	\$1,630			#DIV/0!	-100%	-100%

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.

Direct-to-Consumer Historical TV Spend Advertiser List

Total TV Spend*



Sorted by 2024 Spend

586 - 650

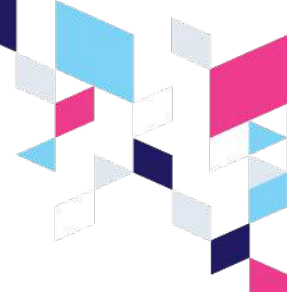
Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Driveway									\$1,080	\$1,556			#DIV/0!	-100%	-100%
Fuzzy										\$1,537			#DIV/0!	-100%	#DIV/0!
Gabi Insurance							\$5,907	\$22,198	\$8,372	\$1,328			#DIV/0!	-100%	-100%
WalletHub					\$2,403	\$3,078			\$698	\$1,324			#DIV/0!	-100%	-100%
Martha & Marley Spoon				\$27	\$364	\$461	\$374	\$603	\$2,381	\$1,256			#DIV/0!	-100%	-100%
Sun Basket					\$606	\$817	\$508	\$6,364	\$4,622	\$1,117			#DIV/0!	-100%	-100%
Fightcamp								\$1,309	\$4,596	\$1,090			#DIV/0!	-100%	-100%
Glowforge 3D Printers							\$107	\$6,965	\$10,629	\$1,038			#DIV/0!	-100%	-100%
Root Insurance							\$938	\$2,121	\$13,134	\$980			#DIV/0!	-100%	-100%
Cybereason									\$848	\$4,710	\$958		#DIV/0!	-100%	-100%
American Trucks										\$869			#DIV/0!	-100%	#DIV/0!
Brookline							\$1,661	\$649	\$799	\$1,116	\$840		#DIV/0!	-100%	-100%
Dropps										\$735			#DIV/0!	-100%	#DIV/0!
Skura Style										\$29	\$722		#DIV/0!	-100%	-100%
Imperfect Foods								\$124	\$5,961	\$13,056	\$647		#DIV/0!	-100%	-100%
Sunday									\$58	\$464	\$638		#DIV/0!	-100%	-100%
Neighbor									\$154		\$637		#DIV/0!	-100%	#DIV/0!
FIS											\$632		#DIV/0!	-100%	#DIV/0!
Brumate								\$635	\$10	\$243	\$628		#DIV/0!	-100%	-100%
Better Not Younger											\$605		#DIV/0!	-100%	#DIV/0!
Kalorik									\$1,945	\$2,092	\$582		#DIV/0!	-100%	-100%
RISE											\$566		#DIV/0!	-100%	#DIV/0!
Lovepop					\$139					\$718	\$561		#DIV/0!	-100%	-100%
Letsgetchecked									\$3,282	\$5,634	\$541		#DIV/0!	-100%	-100%
Nurish by Nature Made										\$314	\$535		#DIV/0!	-100%	-100%
Andie								\$43			\$534		#DIV/0!	-100%	#DIV/0!
Savage X Fenty										\$339	\$468		#DIV/0!	-100%	-100%
Future											\$446		#DIV/0!	-100%	#DIV/0!
TRUFF											\$433		#DIV/0!	-100%	#DIV/0!
ExtraHop											\$412		#DIV/0!	-100%	#DIV/0!
Gobble								\$167	\$834	\$2,934	\$409		#DIV/0!	-100%	-100%
Kitty Poo Club										\$2,954	\$2,073	\$402	#DIV/0!	-100%	-100%
Wag			\$70	\$3	\$10,781	\$31,899	\$3,894			\$161	\$348		#DIV/0!	-100%	-100%
Hum Vitamins								\$954			\$348		#DIV/0!	-100%	#DIV/0!
Nulastin											\$315		#DIV/0!	-100%	#DIV/0!
Kencko										\$17	\$314		#DIV/0!	-100%	-100%
Step											\$309		#DIV/0!	-100%	#DIV/0!
Skillshare									\$263	\$3,867	\$308		#DIV/0!	-100%	-100%
AccuQuote											\$290		#DIV/0!	-100%	#DIV/0!
Good American										\$610	\$276		#DIV/0!	-100%	-100%
Road Scholar											\$273		#DIV/0!	-100%	#DIV/0!
Splash Financial									\$477	\$5,096	\$263		#DIV/0!	-100%	-100%
Wilder Games										\$61	\$262		#DIV/0!	-100%	-100%
Persona Vitamins										\$542	\$1,002	\$249	#DIV/0!	-100%	-100%
UrbanStems										\$1,434	\$228		#DIV/0!	-100%	-100%
Dinnerly							\$365	\$1,005	\$487	\$191			#DIV/0!	-100%	-100%
Trustworthy											\$186		#DIV/0!	-100%	#DIV/0!
Owlet										\$242	\$186		#DIV/0!	-100%	-100%
Wondrium										\$1,230	\$173		#DIV/0!	-100%	-100%
Duradry											\$171		#DIV/0!	-100%	#DIV/0!
Function of Beauty							\$11	\$6,683	\$3,402	\$164			#DIV/0!	-100%	-100%
Lifekey											\$157		#DIV/0!	-100%	#DIV/0!
Meundies		\$173	\$1,430			\$408	\$1,266				\$131		#DIV/0!	-100%	#DIV/0!
Dailylook							\$819	\$130	\$22	\$103			#DIV/0!	-100%	-100%
Bolt											\$102		#DIV/0!	-100%	#DIV/0!
Sofia & Grace										\$501	\$85		#DIV/0!	-100%	-100%
Adyen Credit Svcs									\$1,148	\$96	\$68		#DIV/0!	-100%	-100%
Josh Cellars Wine							\$324	\$512		\$4,609	\$60		#DIV/0!	-100%	-100%
BYJU'S										\$883	\$54		#DIV/0!	-100%	-100%
Pureboost										\$638	\$53		#DIV/0!	-100%	-100%
Hip Optical										\$458	\$50		#DIV/0!	-100%	-100%
Aspiration Bank							\$11,058	\$3,799			\$41		#DIV/0!	-100%	#DIV/0!
Honest Co	\$1,590	\$27,348	\$37,849	\$23,784	\$8,046					\$177	\$37		#DIV/0!	-100%	-100%
LUS Brands									\$123	\$25	\$30		#DIV/0!	-100%	-100%
Bright Cellars										\$137	\$19		#DIV/0!	-100%	-100%

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.

Direct-to-Consumer Historical TV Spend Advertiser List

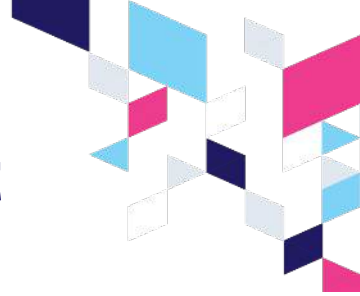
Total TV Spend*

Sorted by 2024 Spend
651 - 715



Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Just Auto	\$688	\$303		\$166	\$491	\$798	\$824	\$1,708	\$748	\$16			#DIV/0!	-100%	-100%
ScotteVest				\$1,190	\$4,943	\$5,847	\$972	\$1,671	\$1,454	\$15			#DIV/0!	-100%	-100%
Duckduckauto								\$1,646	\$2,567	\$13			#DIV/0!	-100%	-100%
My Heritage			\$318	\$9,070	\$3,416	\$344	\$265	\$137		\$8			#DIV/0!	-100%	#DIV/0!
Moving Help								\$7,229	\$3,822	\$6			#DIV/0!	-100%	-100%
Thrive Causemetics								\$2,258	\$9,283	\$6			#DIV/0!	-100%	-100%
Teeoff								\$288	\$1,356	\$5			#DIV/0!	-100%	-100%
GreenPan						\$306	\$197	\$360	\$235	\$3			#DIV/0!	-100%	-100%
Because Market						\$34	\$115			\$1			#DIV/0!	-100%	#DIV/0!
Candid Care Co						\$1,003	\$15,740	\$236	\$10,412	\$0			#DIV/0!	-100%	-100%
Tempo Exercise								\$1,285	\$22,696				#DIV/0!	-100%	-100%
Slice App									\$10,467				#DIV/0!	#DIV/0!	-100%
Madison Reed			\$38	\$1,688	\$297		\$310	\$6	\$7,094				#DIV/0!	#DIV/0!	-100%
Klarna								\$97	\$5,642				#DIV/0!	#DIV/0!	-100%
Brainly								\$582	\$4,582				#DIV/0!	#DIV/0!	-100%
Halo Top Ice Cream							\$3,813	\$1,495	\$4,106				#DIV/0!	#DIV/0!	-100%
Your Super								\$1,421	\$3,670				#DIV/0!	#DIV/0!	-100%
Ipsy			\$132		\$1,771	\$858		\$3,298	\$3,380				#DIV/0!	#DIV/0!	-100%
Makespace								\$7,743	\$3,094				#DIV/0!	#DIV/0!	-100%
Literati								\$2,282	\$2,939				#DIV/0!	#DIV/0!	-100%
Milk Bar									\$2,897				#DIV/0!	#DIV/0!	-100%
Rxsaver								\$7,772	\$2,604				#DIV/0!	#DIV/0!	-100%
WorldRemit							\$93		\$2,516				#DIV/0!	#DIV/0!	-100%
Kangaroo Security								\$1,761	\$2,401				#DIV/0!	#DIV/0!	-100%
Next Insurance							\$163	\$4,000	\$2,067				#DIV/0!	#DIV/0!	-100%
Goat Apparel								\$1,626	\$1,997				#DIV/0!	#DIV/0!	-100%
Healist Advanced Naturals								\$20	\$1,994				#DIV/0!	#DIV/0!	-100%
Groupon		\$5,589		\$23,064	\$39,092	\$18,149	\$8,430		\$1,904				#DIV/0!	#DIV/0!	-100%
Ruff Greens								\$357	\$1,606				#DIV/0!	#DIV/0!	-100%
Metromile				\$49	\$2,043	\$10,290	\$11,327	\$1,932	\$1,558				#DIV/0!	#DIV/0!	-100%
Outer									\$1,534				#DIV/0!	#DIV/0!	-100%
Zebit									\$1,528				#DIV/0!	#DIV/0!	-100%
Open Spaces								\$1,276	\$1,456				#DIV/0!	#DIV/0!	-100%
FabFitFun						\$1,673	\$8,883	\$3,386	\$1,455				#DIV/0!	#DIV/0!	-100%
MYXfitness									\$1,088				#DIV/0!	#DIV/0!	-100%
Liingo								\$1,801	\$956				#DIV/0!	#DIV/0!	-100%
Ritual Nutritional Supplmt							\$604	\$1,021	\$915				#DIV/0!	#DIV/0!	-100%
Tracksmith									\$842				#DIV/0!	#DIV/0!	-100%
Fridababy									\$809				#DIV/0!	#DIV/0!	-100%
Birchbox		\$9,716	\$35,499	\$17,560	\$19,205	\$6,462	\$1,317	\$879	\$728				#DIV/0!	#DIV/0!	-100%
Afterpay									\$696				#DIV/0!	#DIV/0!	-100%
M Gemi								\$437	\$690				#DIV/0!	#DIV/0!	-100%
NakedWines								\$1,205	\$655				#DIV/0!	#DIV/0!	-100%
Vault									\$580				#DIV/0!	#DIV/0!	-100%
Scentbird						\$427	\$155	\$264	\$530				#DIV/0!	#DIV/0!	-100%
Vestro						\$2		\$2,164	\$529				#DIV/0!	#DIV/0!	-100%
Rory								\$6,571	\$518				#DIV/0!	#DIV/0!	-100%
Vincero									\$515				#DIV/0!	#DIV/0!	-100%
The Inside									\$466				#DIV/0!	#DIV/0!	-100%
Lumin								\$320	\$457				#DIV/0!	#DIV/0!	-100%
Plushcare									\$2,754	\$455			#DIV/0!	#DIV/0!	-100%
MoneyLion									\$431				#DIV/0!	#DIV/0!	-100%
Omigo									\$428				#DIV/0!	#DIV/0!	-100%
Eight Sleep							\$2,980	\$1,142	\$413				#DIV/0!	#DIV/0!	-100%
AllTrails									\$393				#DIV/0!	#DIV/0!	-100%
Arculus									\$387				#DIV/0!	#DIV/0!	-100%
AnyTask									\$365				#DIV/0!	#DIV/0!	-100%
Perfume.Com								\$286	\$349				#DIV/0!	#DIV/0!	-100%
Pegasystems									\$337				#DIV/0!	#DIV/0!	-100%
Craftsy				\$235	\$265	\$667			\$323				#DIV/0!	#DIV/0!	-100%
Wild One								\$958	\$280				#DIV/0!	#DIV/0!	-100%
SmartMatch									\$251				#DIV/0!	#DIV/0!	-100%
Chroma Gro									\$232				#DIV/0!	#DIV/0!	-100%
Jet Token								\$482	\$218				#DIV/0!	#DIV/0!	-100%
Yumi									\$216				#DIV/0!	#DIV/0!	-100%

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.



Direct-to-Consumer Historical TV Spend Advertiser List Total TV Spend*

Sorted by 2024 Spend
716 - 789

Brand	TV Spend (\$000)												2024 VS. 2023 (% Change)	2024 VS. 2022 (% Change)	2024 VS. 2021 (% Change)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Fancy Sprinkles									\$200				#DIV/0!	#DIV/0!	-100%
Pipette Health									\$192				#DIV/0!	#DIV/0!	-100%
Angelinos Coffee									\$192				#DIV/0!	#DIV/0!	-100%
Brentwood Home									\$186				#DIV/0!	#DIV/0!	-100%
Gravity Blankets								\$518	\$2,811	\$131			#DIV/0!	#DIV/0!	-100%
Wolf & Badger									\$118				#DIV/0!	#DIV/0!	-100%
Gainful									\$118				#DIV/0!	#DIV/0!	-100%
Pixels									\$117				#DIV/0!	#DIV/0!	-100%
Winc		\$585	\$11,286	\$816		\$10	\$27	\$48	\$56				#DIV/0!	#DIV/0!	-100%
TouchNote		\$356				\$7,158	\$12,520	\$10,579	\$2,239	\$55			#DIV/0!	#DIV/0!	-100%
TopHatter				\$553		\$7,233	\$10,923	\$6,615	\$31				#DIV/0!	#DIV/0!	-100%
Sio Beauty									\$169	\$29			#DIV/0!	#DIV/0!	-100%
Waverly Labs									\$257	\$20			#DIV/0!	#DIV/0!	-100%
GlassesUSA.com					\$6,705	\$8,362	\$837		\$15				#DIV/0!	#DIV/0!	-100%
Graze	\$158	\$3,227	\$9,008	\$36,095	\$18,135	\$11,806	\$1,202	\$74	\$6				#DIV/0!	#DIV/0!	-100%
Health IQ								\$674	\$1,148	\$4			#DIV/0!	#DIV/0!	-100%
Lyft				\$12,636	\$17,767	\$911	\$6,329	\$6	\$3				#DIV/0!	#DIV/0!	-100%
Bond								\$5,725					#DIV/0!	#DIV/0!	-100%
Dr Brite Disinfectants								\$3,700					#DIV/0!	#DIV/0!	-100%
Filters Fast						\$6,018	\$14,445	\$2,466					#DIV/0!	#DIV/0!	-100%
Kabbage							\$6,290	\$2,021					#DIV/0!	#DIV/0!	-100%
30 Day Fitness App							\$504	\$1,845					#DIV/0!	#DIV/0!	-100%
Frontpoint Security							\$1,303	\$1,768					#DIV/0!	#DIV/0!	-100%
Lola							\$4,571	\$1,684					#DIV/0!	#DIV/0!	-100%
Hello Toothpaste			\$391	\$32				\$1,593					#DIV/0!	#DIV/0!	-100%
Demdaco								\$1,124					#DIV/0!	#DIV/0!	-100%
Rael Tampons								\$962					#DIV/0!	#DIV/0!	-100%
Hubble					\$12,294	\$5,449	\$3,977	\$785					#DIV/0!	#DIV/0!	-100%
Obe								\$696					#DIV/0!	#DIV/0!	-100%
Lunella								\$541					#DIV/0!	#DIV/0!	-100%
Trade Coffee								\$502					#DIV/0!	#DIV/0!	-100%
Parachute Home						\$317	\$2,958	\$438					#DIV/0!	#DIV/0!	-100%
The Good Contractors List		\$663	\$390	\$43	\$174			\$324					#DIV/0!	#DIV/0!	-100%
Sweatblock								\$268					#DIV/0!	#DIV/0!	-100%
Handy Online		\$275	\$387			\$3,387	\$6,631	\$153					#DIV/0!	#DIV/0!	-100%
Goop								\$107					#DIV/0!	#DIV/0!	-100%
Tezza App							\$23	\$105					#DIV/0!	#DIV/0!	-100%
Barista Joe's Coffee								\$105					#DIV/0!	#DIV/0!	-100%
Prettylittlething								\$103					#DIV/0!	#DIV/0!	-100%
We Are Knitters								\$94					#DIV/0!	#DIV/0!	-100%
Le Tote					\$3,374	\$5,530		\$73					#DIV/0!	#DIV/0!	-100%
Casetify								\$1,072	\$46				#DIV/0!	#DIV/0!	-100%
HomeToGo					\$6,444	\$8,158	\$2,802	\$38					#DIV/0!	#DIV/0!	-100%
Spangler Science Club			\$20	\$6	\$11		\$131	\$35					#DIV/0!	#DIV/0!	-100%
Plated		\$15	\$2,765	\$18,302	\$46,929	\$22,160	\$4,598	\$21					#DIV/0!	#DIV/0!	-100%
Bouqs		\$471	\$1,289	\$1,651	\$4,293	\$1,297	\$9,099	\$8,037	\$0				#DIV/0!	#DIV/0!	-100%
Eyeconic							\$174	\$510	\$0				#DIV/0!	#DIV/0!	-100%
Bitesquad			\$0		\$1			\$203					#DIV/0!	#DIV/0!	-100%
Expensify								\$5,815					#DIV/0!	#DIV/0!	-100%
ProFlowers	\$19,799	\$22,212	\$5,047	\$3,221	\$14,486	\$8,091	\$8,445	\$3,499					#DIV/0!	#DIV/0!	-100%
Brandless						\$4,445		\$3,495					#DIV/0!	#DIV/0!	-100%
Hickies								\$2,555					#DIV/0!	#DIV/0!	-100%
Modcloth								\$1,946					#DIV/0!	#DIV/0!	-100%
Simple Habit								\$3,601	\$1,752				#DIV/0!	#DIV/0!	-100%
FilterEasy								\$1,373					#DIV/0!	#DIV/0!	-100%
Nixplay Frame								\$1,276					#DIV/0!	#DIV/0!	-100%
Guideline Financial								\$1,209					#DIV/0!	#DIV/0!	-100%
Classpass								\$741					#DIV/0!	#DIV/0!	-100%
Cove								\$22,867	\$476				#DIV/0!	#DIV/0!	-100%
Pulis						\$22,867		\$476					#DIV/0!	#DIV/0!	-100%
Aaptiv							\$652	\$306					#DIV/0!	#DIV/0!	-100%
Elysium Health						\$325	\$226						#DIV/0!	#DIV/0!	-100%
Healthy Mummy								\$131					#DIV/0!	#DIV/0!	-100%
Hunt A Killer					\$1,486	\$11,970		\$35					#DIV/0!	#DIV/0!	-100%
Apartment List					\$8,581	\$38,652							#DIV/0!	#DIV/0!	-100%
Trulia		\$4,836		\$337	\$23,883	\$18,342							#DIV/0!	#DIV/0!	-100%
Houzz			\$4,201	\$1,432	\$23,092	\$12,401							#DIV/0!	#DIV/0!	-100%
Man Crates								\$4,102					#DIV/0!	#DIV/0!	-100%
Dermstore				\$3,108	\$7,502	\$1,651							#DIV/0!	#DIV/0!	-100%
Betabrand								\$1,334					#DIV/0!	#DIV/0!	-100%
mahabis								\$378					#DIV/0!	#DIV/0!	-100%
True & Co				\$38	\$8,387	\$267							#DIV/0!	#DIV/0!	-100%
Couponcabin					\$147	\$206							#DIV/0!	#DIV/0!	-100%
Rent The Runway					\$2,737	\$48							#DIV/0!	#DIV/0!	-100%
Grand Total	\$756,791	\$1,158,684	\$1,488,721	\$1,914,464	\$2,758,311	\$4,024,764	\$4,686,632	\$4,757,078	\$6,293,200	\$6,407,058	\$5,974,821	\$6,540,146	9%	2%	4%

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs.