campi

The market

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Advertising is a large, growing market that campi sits above rather than inside.

1 Size

Global advertising spend is about 1.3 trillion USD in 2026. WARC forecasts 1.39 trillion USD at 11.5 percent growth and WPP Media projects 1.3 trillion USD at 8.9 percent. That is about 150 USD spent for every person on earth and, per DataReportal, roughly 1 percent of global GDP. The market has roughly doubled since the pandemic.

Advertising intensity varies by country:

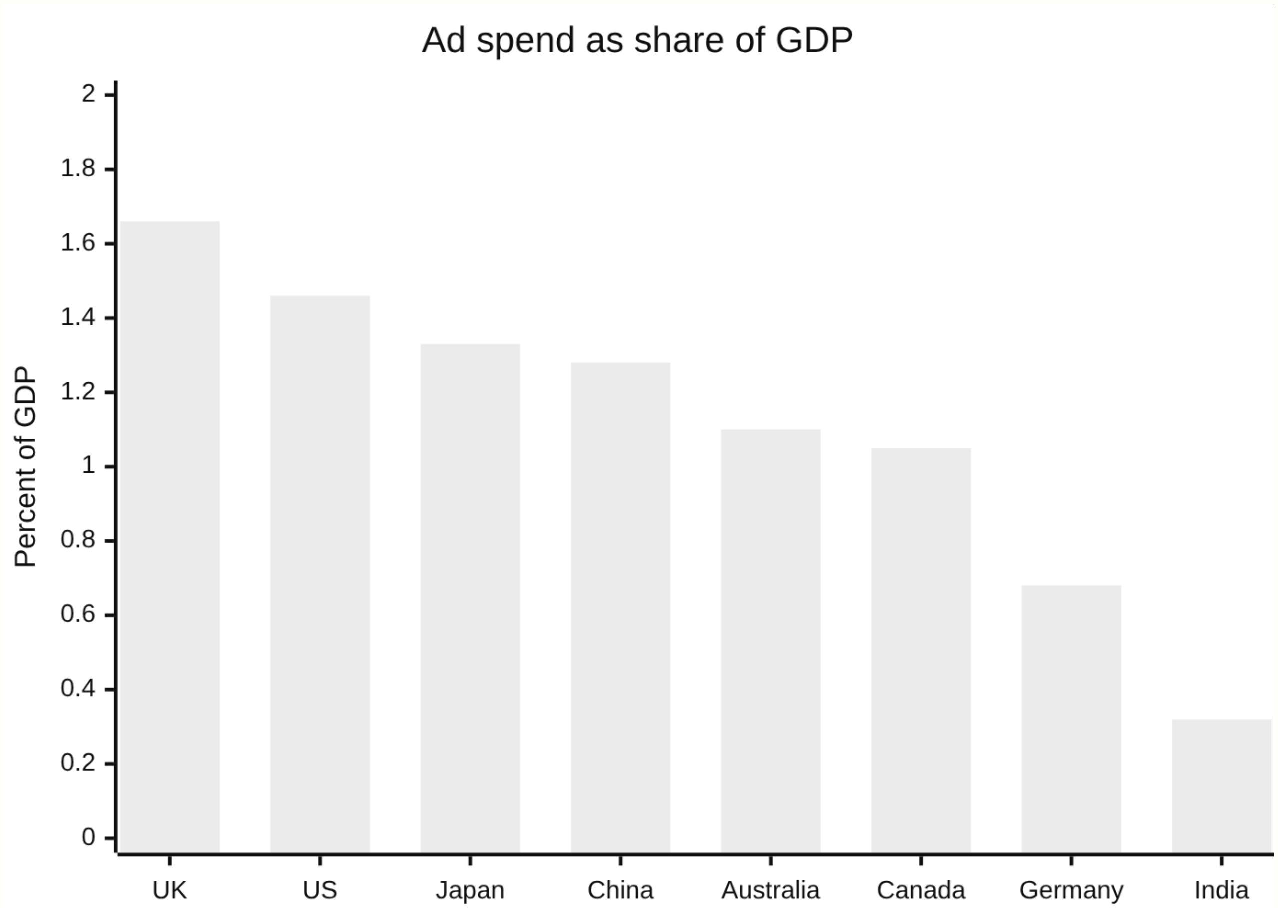

Figure 1: Ad spend as a share of GDP, 2024 to 2026. Figures blend WARC, Dentsu, DataReportal, and marketing spend estimates; methodologies vary.

Market	Ad spend as share of GDP	Marketing spend (2024 est.)
United Kingdom	1.66 percent	about 41 billion USD
United States	1.46 percent	about 322 billion USD
Japan	1.33 percent	about 56 billion USD
China	1.28 percent	about 231 billion USD
Australia	1.10 percent	about 13 billion USD
Canada	1.05 percent	about 13 billion USD

Market	Ad spend as share of GDP	Marketing spend (2024 est.)
Germany	about 0.68 percent	about 29 billion USD
India	about 0.32 percent	about 11 billion USD

2 What campi can get from it

A 1 percent share of the market is the addressable prize, not a fee. 1 percent of global ad spend is about 13 billion USD a year.

Figure 2: The prize: 1 percent of a market camping at about 1 percent of global GDP.

On any single market the same 1 percent is 3 to 4 billion USD in the United States, about 2.3 to 3 billion USD in China, and about half a billion USD in Japan. Even 1 percent of one country funds the company many times over; the ambition is 1 percent across markets.

3 Users from each platform

campi sells to advertisers, not to the people watching the ads. The two largest advertiser pools are Meta with over 10 million advertisers and Google with over 7 million; 1 percent of each is 100,000 and 70,000 paying customers. The user bases on those rails give the scale:

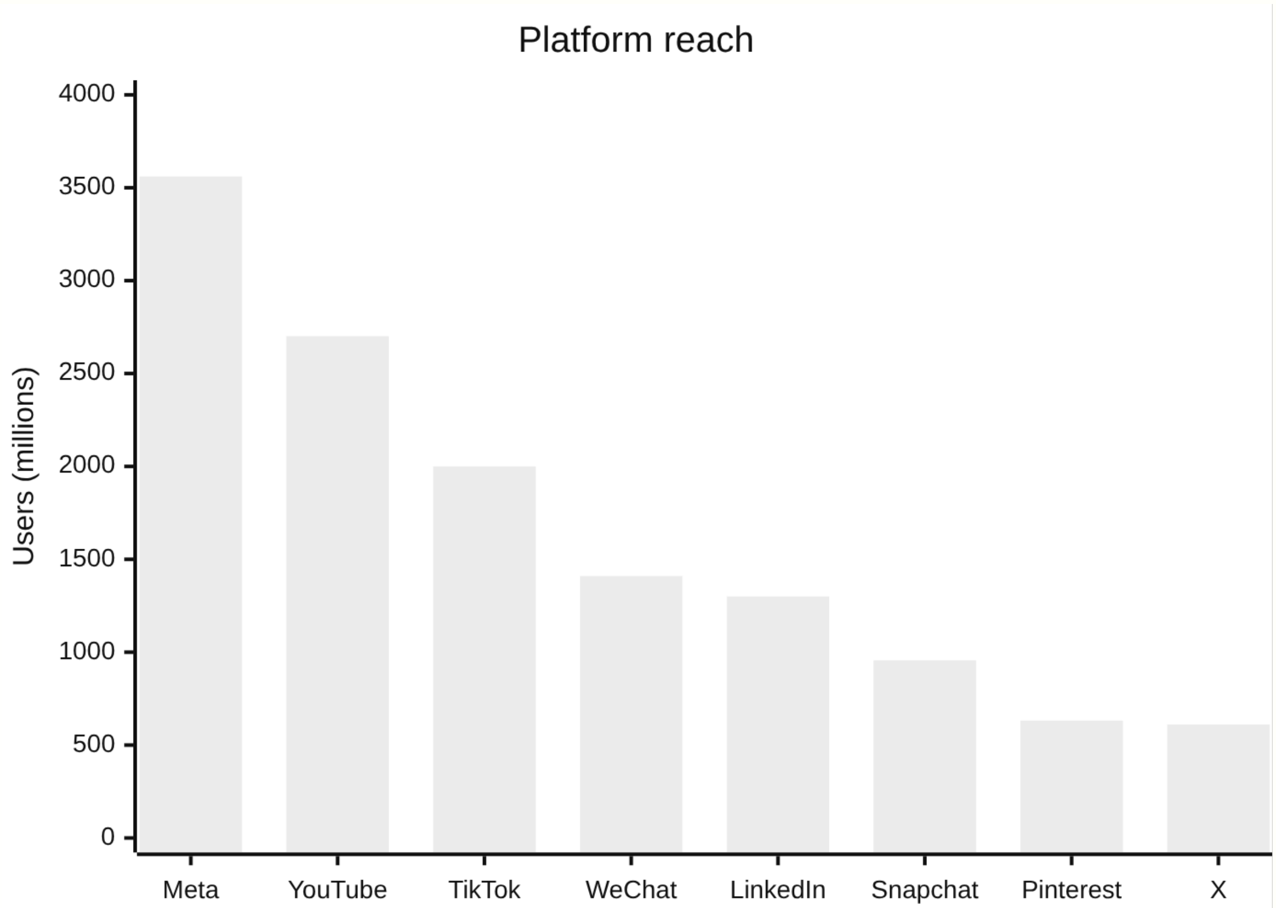

Figure 3: Platform reach, monthly active users or daily active people in millions, 2026.

Platform	**Reach**
Meta family	3.56 billion daily active people
YouTube	about 2.7 billion monthly active users
TikTok	about 2 billion monthly active users
WeChat	1.41 billion monthly accounts
LinkedIn	1.3 billion members
Snapchat	about 956 million monthly active users
Pinterest	about 631 million monthly active users
X	about 611 million monthly active users

Alphabet, Meta, and Amazon take a combined 56 to 62 percent of global digital ad spend. campi does not compete with those rails; it is the management layer that runs, measures, and rolls back spend across all of them.

4 Growth

Ad spend grows roughly 9 to 11 percent a year against global GDP growth of about 3 percent, so the pie campi takes 1 percent of compounds faster than the economy:

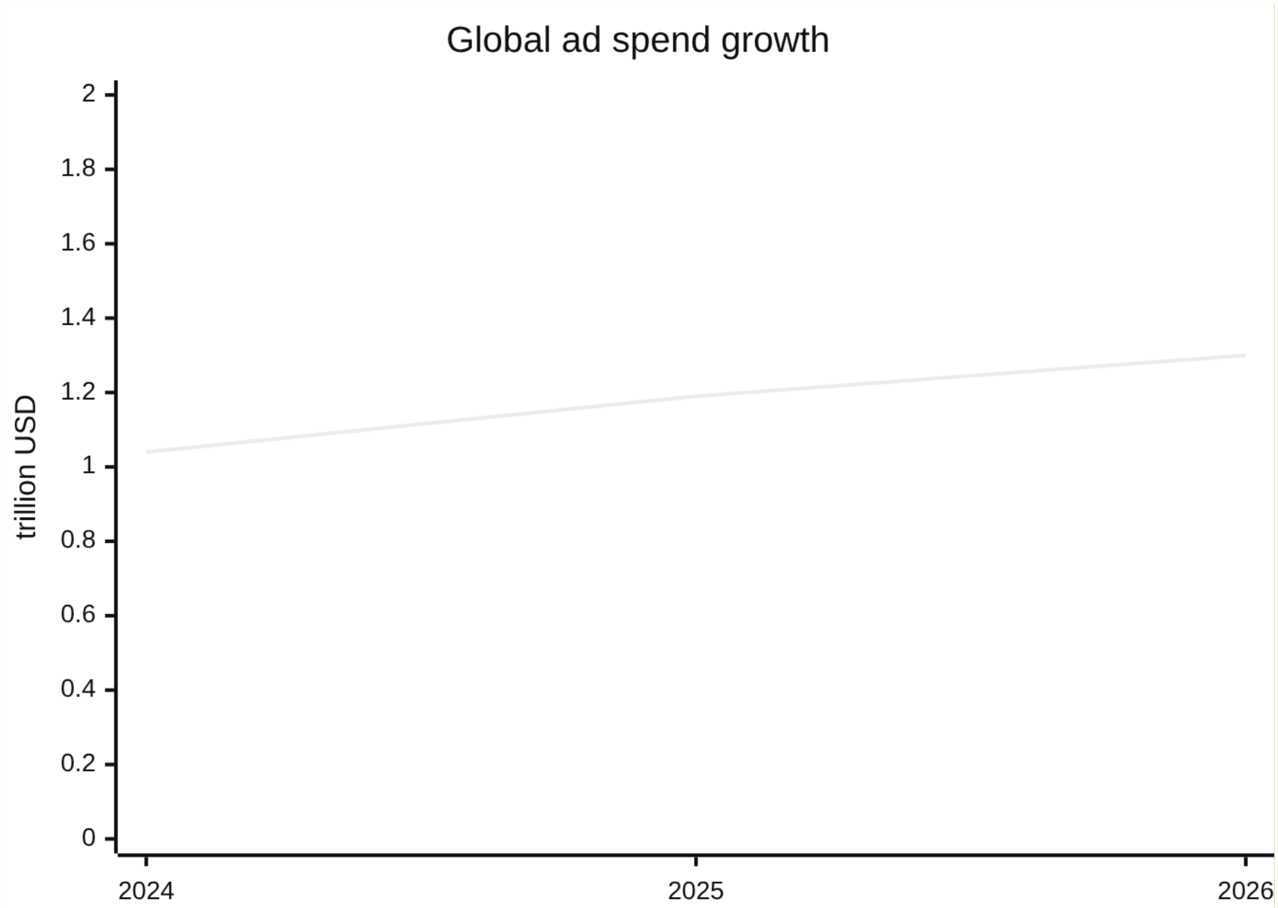

Figure 4: Global ad spend, trillion USD, 2024 to 2026 (WARC forecasts).

Social advertising alone was about 276 billion USD in 2025. Retail media and generative search are the fastest-moving slices; WPP Media projects generative search advertising to grow from about 5 billion USD in 2026 to over 100 billion USD by 2030.

5 How campi makes money

The fee model carries over from the internal finances doc: the cli is free and open source, the platform, collaboration, and managed execution form the paid layer, and agre takes a 10 percent commission on the ad spend it executes.

The bottom up floor: 10 concurrent users running an ad for 1 day on 5 platforms at 10 to 20 USD a day is about 500 USD of daily spend. A 10 percent commission is 50 USD a day, about 18,000 USD a year from 10 users. 100 users is 180,000 USD a year and 1,000 users is close to 2,000,000 USD a year. Retention matters more than signups: if the 10 daily users were unique, the same revenue would need 3,650 signups a year.

The smallest realistic base clears the operating cost of the company. The 1 percent ceiling is the size of the prize.