

Uber announces new advertising plans

Uber Technologies will be launching an advertising division to increase revenue for the e-hailing giant.



Source: www.unsplash.com

According to [Reuters](#) Uber has 122 million users globally and will sell ad space on its apps, in-vehicle digital ads, and sponsored mail.



#WomensMonth: 'Don't let your fears be bigger than your dreams' - Mpho Sebelebele of Uber SA

Robin Fredericks 25 Aug 2022



According to [Tech Central](#) in 2020 Uber began placing ads on driver's cars and testing out ads on their app.

Uber's ad chief, Mark Grether has previously stated that the goal is to grow the advertising model to a "\$1 billion-plus-revenue opportunity by 2024."

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