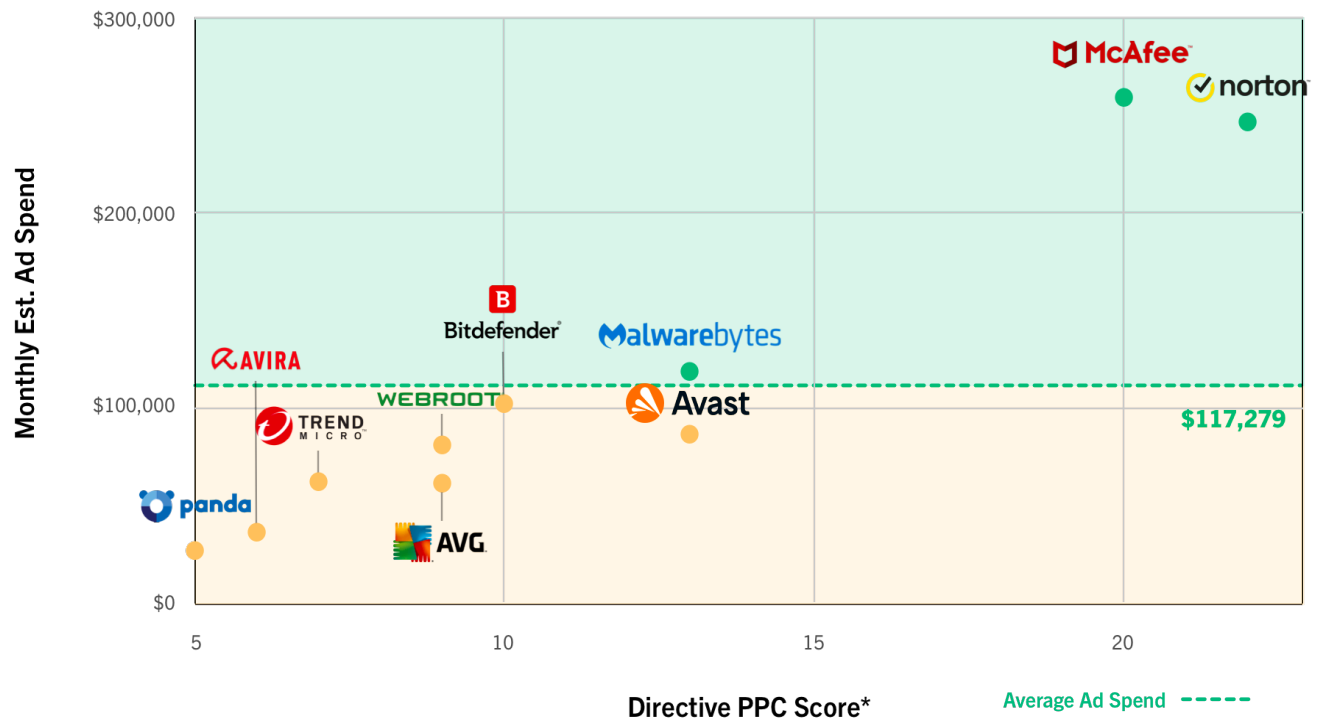
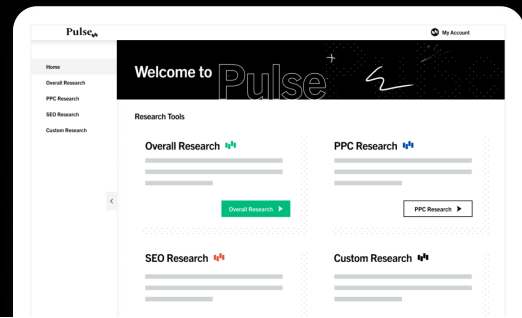


# PPC Research Data for Security, Mar 2022

Sub-Industry | Antivirus Software



Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
1	Norton	22	\$247,304
2	McAfee	20	\$259,819
3	Malwarebytes	13	\$119,002
4	Avast	13	\$86,578
5	Bitdefender	10	\$102,490

Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
6	Webroot	9	\$80,867
7	AVG Technologies	9	\$61,604
8	Trend Micro	7	\$61,894
9	Avira	6	\$35,955
10	Panda Security	5	\$26,022

\* Directive Score: This metric is a weighted calculation of all the aggregate data combining paid metrics, organic metrics, and estimated spend in order to calculate the strength of a brand's visibility online on a scale from 0-100.