

Digital Advertising Headwinds and Who Might Get Blown Over

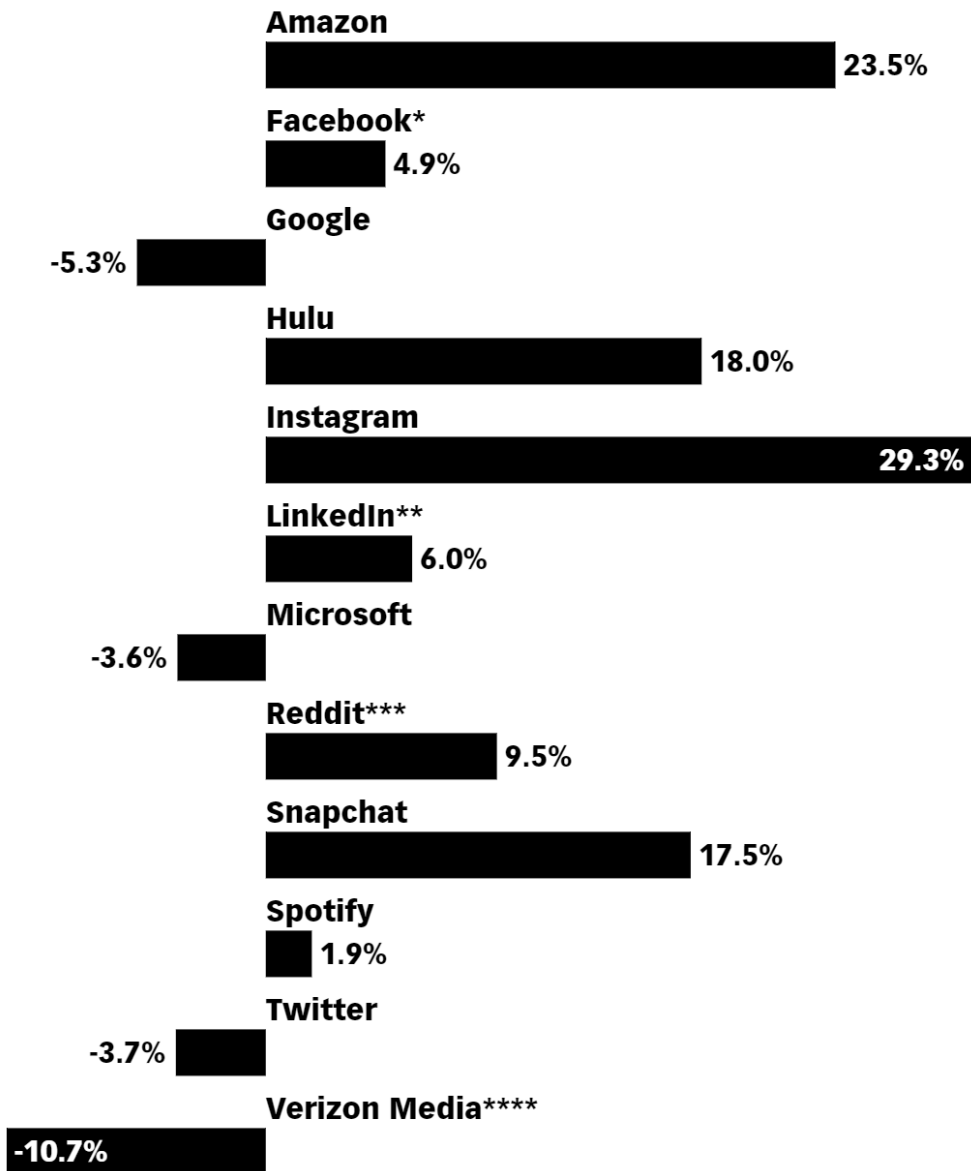
AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin and forecasting analyst at Insider Intelligence Eric Haggstrom discuss the current pressures that digital advertising faces and how it will affect the major players. They then talk about what comes after coronavirus ads, "buy one, gift one" marketing and how much customer data is worth.

Digital Ad Revenue Growth, by Company

US, 2020, % change



Source: eMarketer, June 2020

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).