

What eMarketer Analysts Expect in 2020 with Nicole Perrin: Is Digital Measurable?

Audio

eMarketer principal analyst Nicole Perrin discusses one thing that summed up 2019 for her and some of her predictions for 2020, focusing on the measurability of digital advertising.

What Metrics Do Companies Worldwide Use to Measure Digital Marketing Success?

% of respondents, Q2 2019



Note: n=500

Source: Altimeter Group, "The 2019 State of Digital Marketing," July 29, 2019

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