

What makes a best-in-class email program, Nielsen's ID graph, and measuring video ads

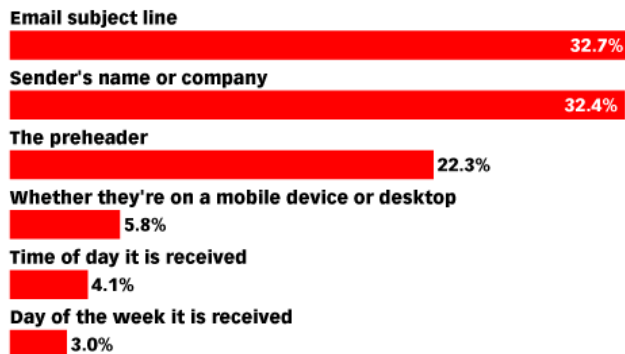
AUDIO |

Jeremy Goldman and Nicole Perrin

eMarketer principal analysts at Insider Intelligence Jeremy Goldman and Nicole Perrin discuss how the pandemic changed email, what consumers want from it, and how to build a best-in-class campaign. They then talk about Nielsen's new ID graph, measuring digital video ads, and how out-of-home advertising is doing.

What is Most Likely to Make US Adults Open an Email?

% of respondents, June 2020



Note: numbers may not add up to 100% due to rounding
Source: Dyspatch, "The Future of Email Marketing" conducted by SurveyMonkey as cited in company blog, Aug 7, 2020

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