

# The Weekly Listen: How to Get Someone to Reply to Your Email, Responding to BLM and YouTube Ads

## AUDIO |

### eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and senior forecasting analyst at Insider Intelligence Oscar Orozco discuss how to get someone to reply to your email, Quibi's free trial, Youtube's ad load, responding to BLM, why customers unfollow businesses, how Blockbuster Video is still alive and more.

#### How Likely Are US Internet Users to Buy from a Brand in the Future if They Have a Negative Perception of a Brand's Communication During the Black Lives Matter Movement?

% of respondents, by age, June 2020

	18-24	25-34	35-44	45-54	>54
Very likely	11.0%	12.5%	10.8%	7.0%	6.9%
Somewhat likely	16.9%	16.9%	11.9%	12.6%	8.2%
Somewhat unlikely	39.0%	29.4%	30.8%	23.1%	19.4%
Very unlikely	22.1%	20.6%	24.3%	25.2%	28.7%
Don't know	11.0%	20.6%	22.2%	32.2%	36.7%

Note: numbers may not add up to 100% due to rounding  
Source: Mitto conducted by Pollfish, July 1, 2020

256718

www.eMarketer.com

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

