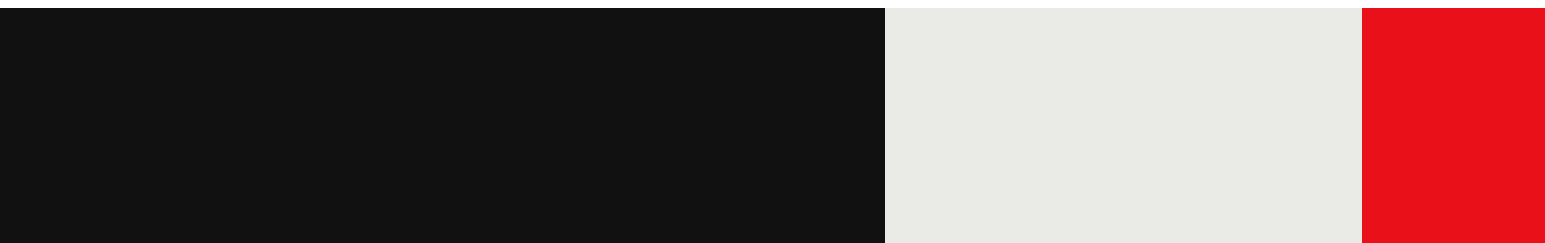


The Weekly Listen: Twitter after Jack, 'one great ad,' and has the internet broken brand loyalty?

Audio



On today's episode, we discuss what's next for Twitter after Jack, moving on from the "one great ad" approach, whether anyone can become the next big audio app, Nielsen's major TV measurement change, if the internet broke brand loyalty, how to make virtual office holiday parties less awful, why we acknowledge daylight saving time, and more. Tune in to the discussion with eMarketer director of forecasting Oscar Orozco, director of reports editing Rahul Chadha, and analyst at Insider Intelligence Blake Droesch.

How Do US Digital Users* Define Brand Loyalty?

% of respondents, Nov 2020



Note: ages 18+; *have interacted with a brand on social media, used web chat or messaging to contact a company, and/or purchased something from a brand or company online at least once in the past month

Source: Khoros, "2021 Guide to Building Customer Trust," Feb 18, 2021

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