

The Ad Platform: Why US Digital Ad Giants Are Getting Inspired by the BAT Companies

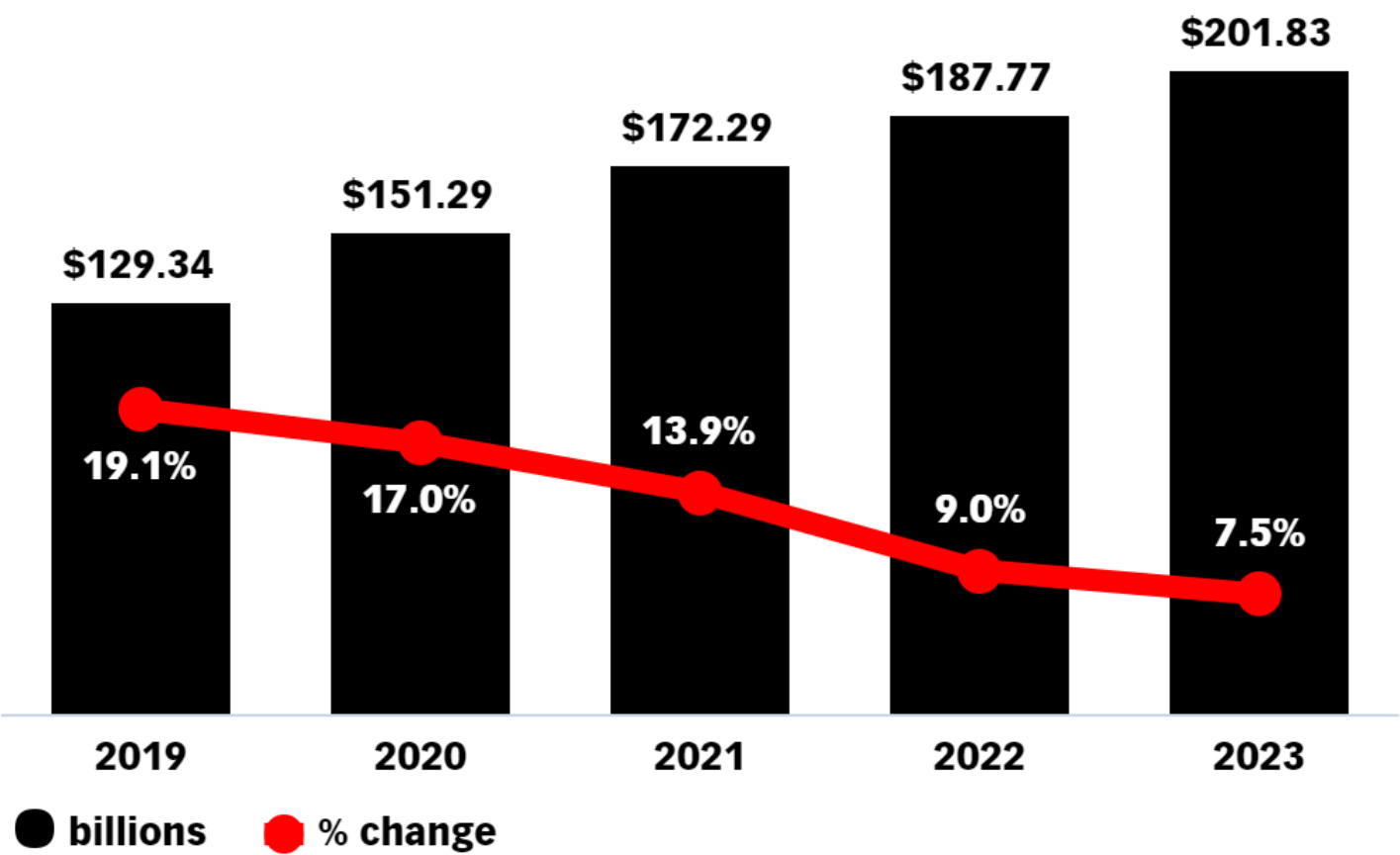
Audio

eMarketer senior analyst Jasmine Enberg joins principal analyst Nicole Perrin to discuss whether major US tech firms are taking a page from the BAT (Baidu, Alibaba, Tencent)

playbook. Are Americans entering the age of the domestic super app? What would that mean for brands?

Digital Ad Spending

US, 2019-2023



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