

Navigating Map Advertising

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eMarketer Editors

In the latest episode of "Behind the Numbers," analyst Yory Wurmser highlights the ways that maps have become integral to the smartphone experience. He breaks down key map ad formats and discusses some of the challenges of working with map platforms.

For even more on this topic, sign up to view our on-demand webinar, ["Maps and Navigation Apps: How Discovery and Exploration Features Open Up Ad Opportunities."](#)