

Where ecommerce channel advertising is headed, the department store's future, and Google and IAC

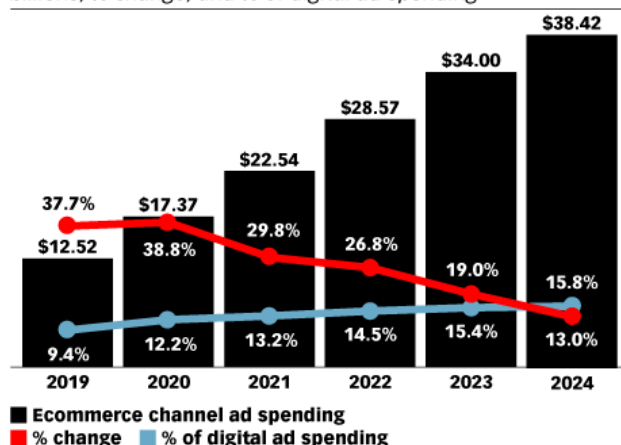
AUDIO |

Eric Haggstrom, Andrew Lipsman and Nicole Perrin

eMarketer forecasting analyst Eric Haggstrom and principal analysts at Insider Intelligence Andrew Lipsman and Nicole Perrin discuss the size and growth of ecommerce channel advertising, and where it is headed. They then talk about Sephora stores inside Kohl's, the future of the department store, and why Google is in a spat with the IAC.

US Ecommerce Channel Ad Spending, 2019-2024

billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines
 Source: eMarketer, Oct 2020

259351

www.eMarketer.com

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

The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabricketm](#) - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabricketm combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.