

Reimagining Retail: How D2C brands are dealing with Facebook attribution dilution

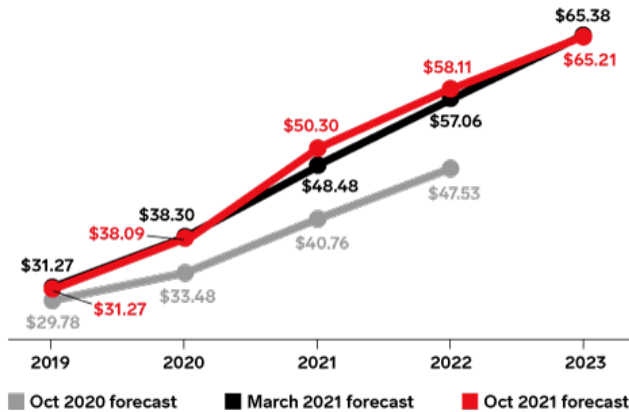
Audio

Our analyst Andrew Lipsman is joined by Sara Livingston, head of customer solutions at Rockerbox, to discuss where direct-to-consumer (D2C) brands' Facebook ad budgets are

flowing since iOS tracking changes disrupted ad targeting and measurement last year. Find out why Google, TikTok, and connected TV are capturing more spend and how D2C budgets are likely to migrate in the coming years.

How Has the Forecast for US Facebook Net Ad Revenues Changed?

billions, 2019-2023



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes Instagram advertising revenues; excludes spending by marketers that goes toward developing or maintaining a Facebook presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 2021

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