

The Ad Platform: Getting and Keeping Customers in the Social Distancing Economy

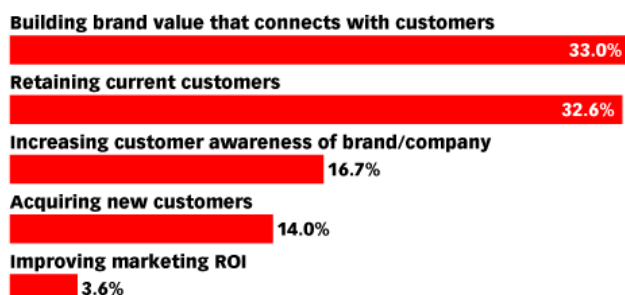
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eMarketer Editors

Shoppers' routines have been disrupted, and many have tried new brands or digital retailers as a result. Jaysen Gillespie, vice president and head of analytics and data science at Criteo, joins Nicole Perrin, eMarketer principal analyst at Insider Intelligence, to discuss acquiring vs. retaining customers during the pandemic, along with other marketing strategies for the social distancing economy.

Which Marketing Objectives Have US CMOs Been Focused on During the Coronavirus Pandemic?

% of respondents, May 2020



Note: numbers may not add up to 100% due to rounding
Source: Duke University's Fuqua School of Business, "The CMO Survey: Special Edition June 2020 - Covid-19 and the State of Marketing" commissioned by American Marketing Association (AMA) and Deloitte, June 18, 2020

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