

Brand Anatomy: How JibJab listened to customers and reinvigorated its brand

Audio

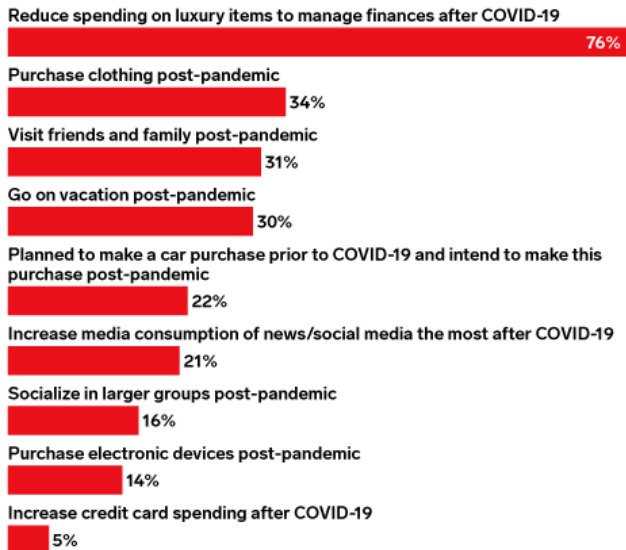


Tune in to our inaugural episode of Brand Anatomy, where we get exclusive looks inside leading brands. Today, eMarketer Briefing director Jeremy Goldman sits down with JibJab

CEO Paul Hanges to discuss how the company—a leader in viral content dating back to 1999—listened to customer sentiment during the pandemic, improved its product, and reinvigorated its brand.

Activities and Behaviors that UK Mobile Users Plan to Conduct After the Coronavirus Pandemic, July 2021

% of respondents



Note: ages 18+
Source: LoopMe, July 20, 2021

268018

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