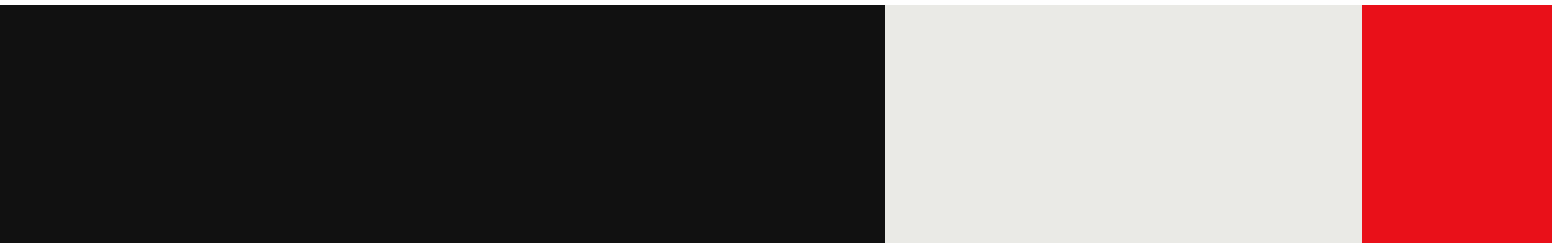


How Twitter began 2021, why it acquired Scroll, and its 'professional profiles' test

Audio

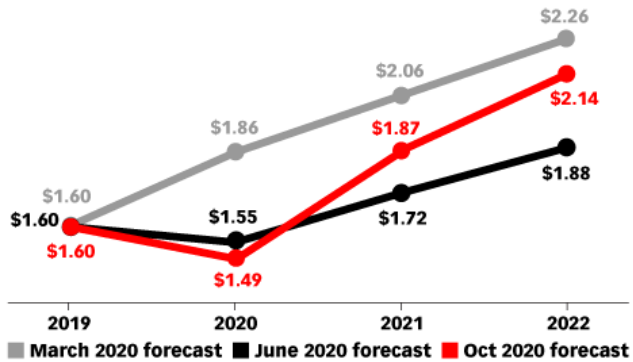


On today's episode, we discuss what has stood out the most about Twitter's Q1. We then talk about Twitter's Scroll acquisition, what to make of its "Professional Profiles" test, and

whether tipping via social media might catch on. Tune in to the discussion with eMarketer senior analyst Jasmine Enberg and forecasting analyst at Insider Intelligence Nazmul Islam.

How Has the Forecast for US Twitter Ad Revenues Changed?

billions, 2019-2022



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; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a Twitter presence
Source: eMarketer, Oct 2020

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