

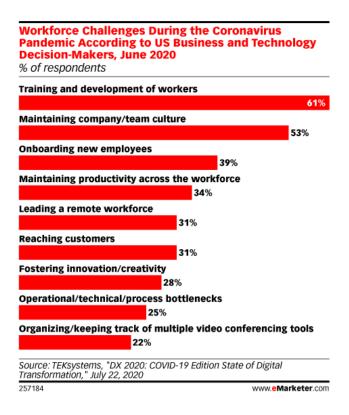
The Biggest Challenges Marketers Face Today

AUDIO

Debra Aho Williamson, Andrew Lipsman and Jillian Ryan

eMarketer principal analysts at Insider Intelligence Debra Aho Williamson, Andrew Lipsman, Nicole Perrin, and Jillian Ryan discuss the biggest challenges facing marketers today, and how to tackle them. They then talk about Apple delaying its major privacy update, Snapchat running ads inside "Minis," ecommerce marketers' reliance on Facebook ads, and a new job title that came out of the pandemic.





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