

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.

**Workforce Challenges During the Coronavirus
Pandemic According to US Business and Technology
Decision-Makers, June 2020**

% of respondents



Source: TEKsystems, "DX 2020: COVID-19 Edition State of Digital Transformation," July 22, 2020

257184

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