

The Weekly Listen: What users see on Facebook, measuring attention, and AI in advertising

Audio

On today's episode, we discuss what users are viewing on Facebook, how to measure attention, whether Toys R Us can make a comeback, the scope of the ad frequency problem,

how important AI is to advertising, how soon will work meetings move into virtual reality, how Nicole discovered a ground-breaking literary link that made national news, and more. Tune in to the discussion with eMarketer director of reports editing Rahul Chadha and principal analysts at Insider Intelligence Nicole Perrin and Paul Verna.

Which Facebook Activities Have US Facebook Users Done in the Past Month?

% of respondents, March 2020



Note: 62% of respondents were female and 73% were ages 35+
Source: "The eMarketer Facebook Flash Survey" conducted by Bizrate Insights, March 12, 2020

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