

AR, Meet Ad Spending

ARTICLE | JULY 12, 2018

eMarketer Editors

Subscribe to the "Behind the Numbers" podcast on SoundCloud, Apple Podcasts, or Stitcher.

Facebook recently began testing augmented reality ads in its News Feed. In the latest episode of eMarketer's "Behind the Numbers," analysts Debra Aho Williamson and Victoria Petrock discuss the emergence of AR as a marketing tool, and what could be coming next.

"Behind the Numbers" is sponsored by Mower.



