

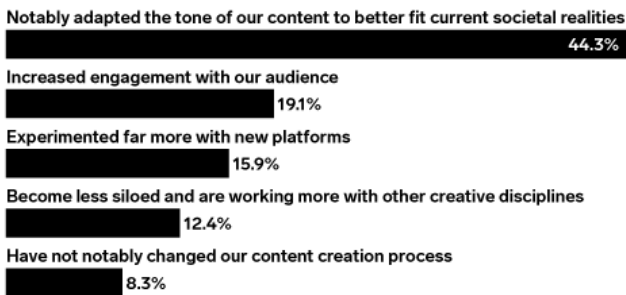
When is the right time for post-pandemic ads?

Audio

On today's episode, we discuss when the right time is for post-pandemic ads, what should be considered when making that decision, and who's doing a good job so far. We then talk about how to handle the privacy paradox, the relevance of "digital campfires," and what customers really want online. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Jeremy Goldman.

Biggest Change to Their Content Creation Process Since the Coronavirus Pandemic According to US Senior-Level Communicators and Marketing Professionals, Sep 2020

% of respondents



Source: Cision and PRWeek, "2020 Comms Report: Measuring Up to the Moment," Nov 16, 2020

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