

The Daily: Influencer marketing by platform and tier, luxury ecommerce, and out-of-pocket drug costs

Audio

On today's episode, we discuss what brand new forecasts the forecasting team cooked up in Q2, including influencer marketing spend by platform and tier, luxury ecommerce, and US prescription drug sales. "In Other News," we talk about Apple Pay's meteoric rise and what DoorDash's Q2 performance says about the future of the food delivery space. Tune in to the discussion with our senior forecasting analyst Iwona Drapala and director of forecasting Peter Newman.



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