

The Daily: 2022 FIFA Men's World Cup advertising, B2B marketers' outlook, and will someone buy Roku?

Audio

On today's episode, we discuss the controversies surrounding this year's World Cup, digital's role in the tournament, and which World Cup campaigns have caught our eye thus far. "In Other News," we talk about the six-month outlook for B2B marketers and whether someone is looking to buy Roku. Tune in to the discussion with our analysts Dave Frankland and Paul Verna.



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