Ad Spend a year into the pandemic, YouTube recommends products, and consumer cookie awareness

Audio
On today’s episode, we discuss how the "Big Three" are driving the digital rebound, what we can expect from TV, and a step change for radio advertising. We then talk about the importance of YouTube recommending products shown in videos, consumer awareness of the sunsetting on third-party cookies, and how much Apple's privacy changes could affect Facebook's ad revenues. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

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