

The Weekly Listen: Facebook's turning point, finfluencers, and digital ad feelings

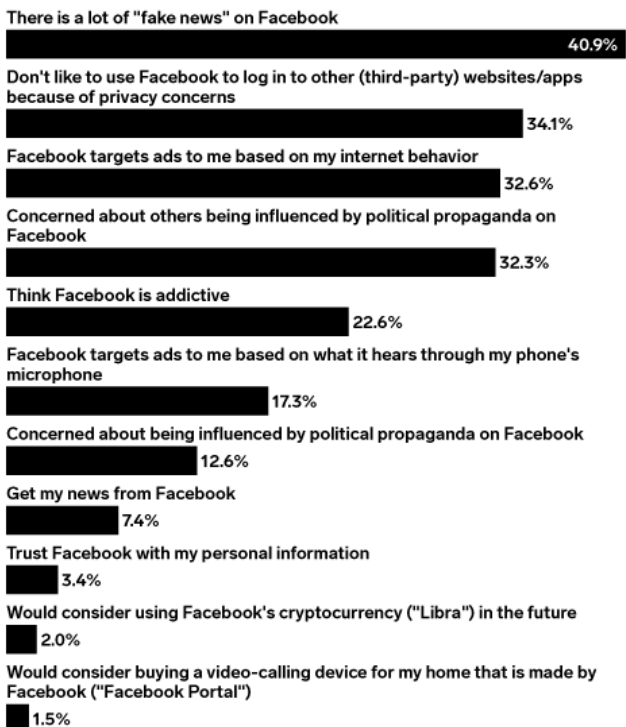
Audio

On today's episode, we discuss whether Facebook has reached a turning point, how people now feel about digital ads, if the world is ready for eSports endorsers or finance influencers

(aka influencers), the pandemic pet boom, what we keep learning about customers' needs, how to make sure you treat in-office and remote workers fairly, a town with free alcohol, and more. Tune in to the discussion with eMarketer analysts Nina Goetzen and Blake Droesch, and senior analyst at Insider Intelligence Jasmine Enberg.

Attitudes Toward Facebook Among US Adults, June 2020

% of respondents



Note: ages 18+
Source: "The eMarketer Facebook Flash Survey" conducted in June 2020 by Bizrate Insights, June 29, 2020

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