

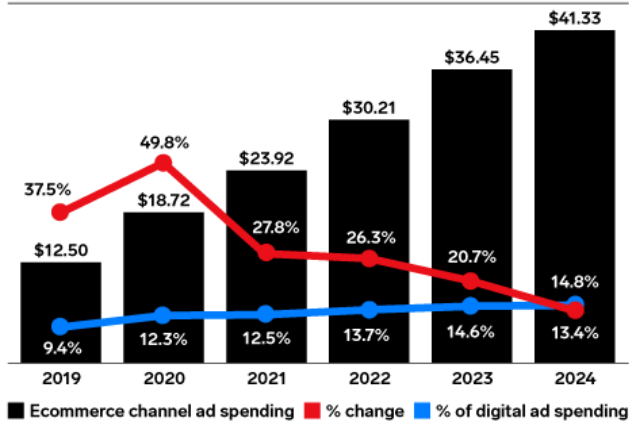
# The Ad Platform: What we think about retail media

Audio

We estimate that 1 in 8 digital ad dollars this year will be spent on impressions for ecommerce properties. This week, we discuss our forecast as well as Amazon's rise, which companies are most interesting to watch now, and what we expect as more upper-funnel ads appear in retail media. Tune in to the discussion with eMarketer senior forecasting analyst Eric Haggstrom and principal analysts at Insider Intelligence Andrew Lipsman and Nicole Perrin.

## US Ecommerce Channel Ad Spending, 2019-2024

billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines  
Source: eMarketer, March 2021

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