

# Why Google crushed Q1, what to expect from a 2021 ad recovery, and cookie doomsday

Audio

On today's episode, we discuss what stood out the most about Google's Q1 performance. We then talk about what kind of ad recovery we expect this year and why Google is in hot water

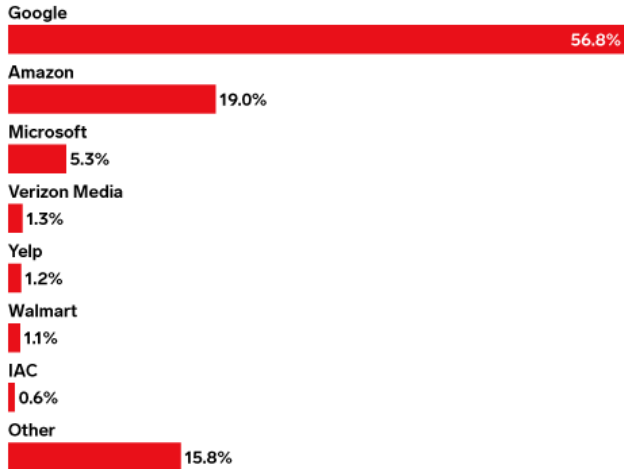
again, as well as look at some survey data about third-party cookie doomsday. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

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### US Search Ad Revenue Share, by Company, 2021

% of search ad spending

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Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes contextual text links, paid inclusion, paid listings (paid search), and SEO

Source: eMarketer, March 2021

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