Podcast | Mixing It Up in China's Dynamic Retail Market

eMarketer's 'Behind the Numbers'

AUDIO

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer's Man-Chung Cheung and Monica Peart discuss commerce in China, where technology companies are remaking the brick-and-mortar experience, even as they continue to innovate in ecommerce.

Primary Challenge of In-App Advertising According to US Brand vs. Agency Advertisers, Aug 2018
% of respondents

Brand

Lack of cookies makes it hard to track and target users
22%

It's harder to measure campaign performance and effectiveness in-app
22%

I can't measure viewability in the app environment
21%

Brand safety is more concerning in apps than mobile web or desktop
20%

I don't think I can reach my target audience through apps
9%

I find it hard to understand what data I am allowed to collect after GDPR
6%

Agency

Being able to measure campaign effectiveness
35%

Understanding who the audience is
30%

Lack of cookies makes it hard to track users
21%

Understanding what data I am allowed to collect after GDPR
9%

Transparency of where ads are placed
5%

Source: Fyber, "In-App Advertising" conducted by Sapio Research, Oct 11, 2018

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