

The Ad Platform: What to expect for mobile ads in 2021

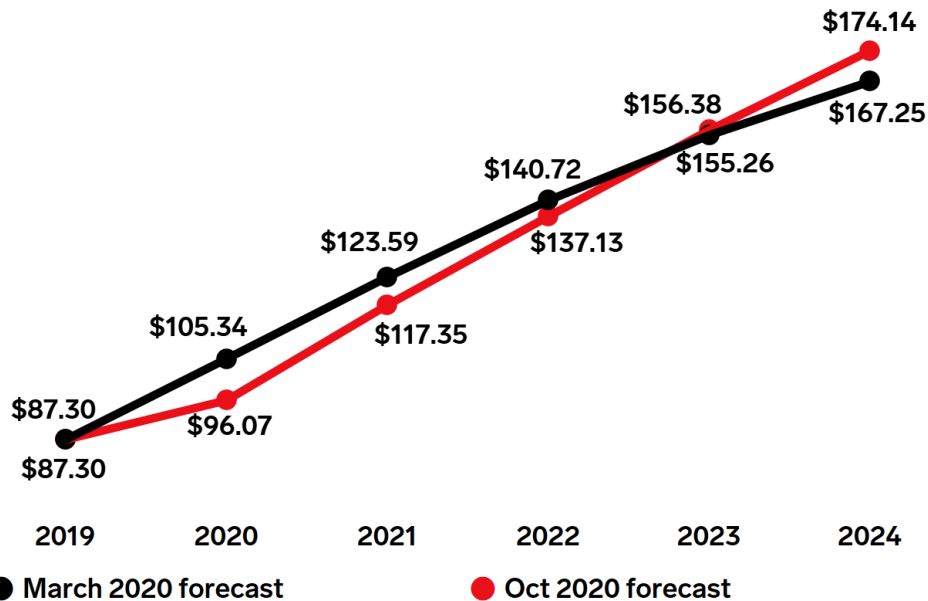
AUDIO |

Nicole Perrin and Yoram Wurmser

US mobile ad spending will reach \$96.07 billion this year, lower than our pre-pandemic estimate of \$105.34 billion. eMarketer principal analyst at Insider Intelligence Yoram Wurmser joins host Nicole Perrin to discuss why despite this year's blip, mobile ad monetization is on a better trajectory than before, how advertisers will deal with the SKAdNetwork, and what the future holds for contextual in-app advertising.

How Has the Forecast for Mobile Ad Spending in the US Changed? 2019-2024

billions, March 2020 vs. Oct 2020



Note: includes classifieds, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; includes ad spending on tablets

Source: eMarketer, October 2020

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The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabricketm](#) - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabricketm combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.