

The future of Amazon ads, Walmart preps for battle, and is the internet becoming QVC?

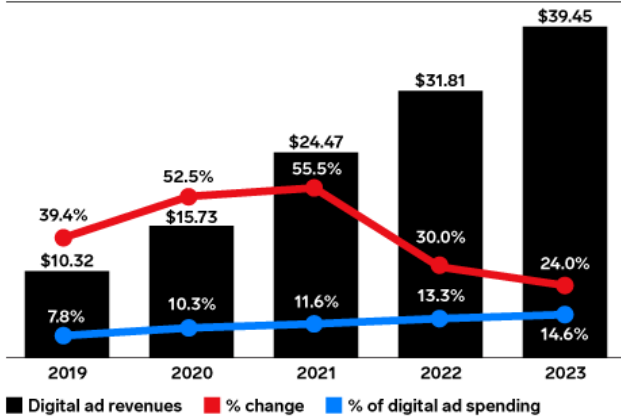
Audio

On today's episode, we discuss Amazon's role in the trend of retail media advertising and some of the new advertising features we can expect to see from the online shopping giant. We

then talk about Walmart's readiness to take on Amazon and whether America's internet is turning into a QVC-like shopping channel. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

US Net Digital Ad Revenues at Amazon, 2019-2023

billions, % change, and % of digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 2021

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