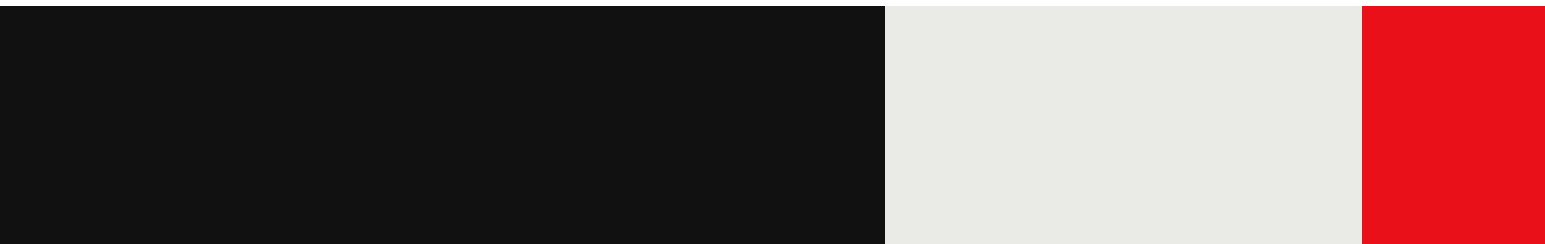


# The Weekly Listen: The promise of CTV ads, Facebook's retirement plan, and Klarna's 'Virtual Shopping'

Audio



On today's episode, we discuss whether connected TV (CTV) ads are living up to the hype, what to make of the Twitter deal being put on hold, what Facebook's retirement plan may be, where Big Tech goes from here, the impact of Klarna's new "Virtual Shopping" service, an unpopular opinion about market cap, some stats about American travelers, and more. Tune in to the discussion with our director of forecasting Oscar Orozco and analysts Paul Verna and Blake Droesch.



Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

At mParticle, we believe that better data results in better decisions and better outcomes. Cleanse, visualize, and connect your customer data from any source or system to any API.

Postmates, NBCUniversal, Spotify, and Airbnb use mParticle to accelerate their customer data strategies. Visit [mparticle.com](https://mparticle.com) to learn more.