

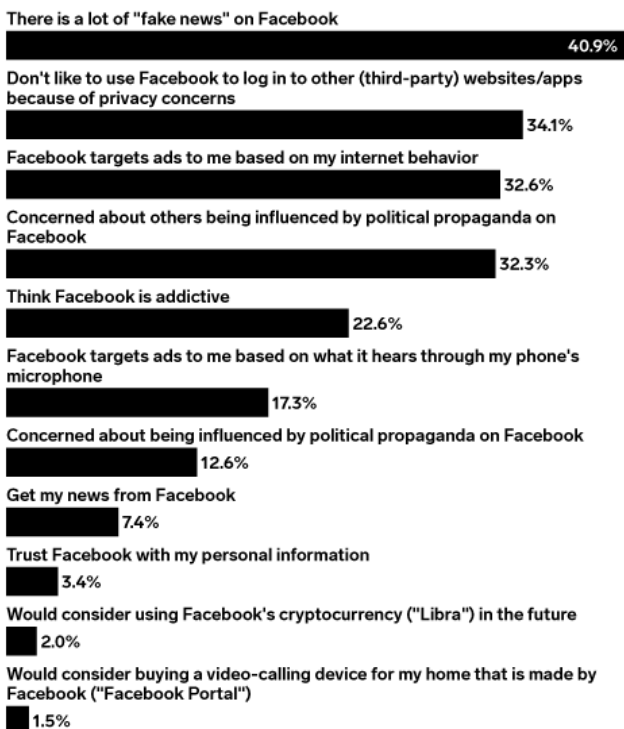
The Weekly Listen: Facebook becomes Meta, Instagram's affiliate shops, and out-of-stock messages in advertising

Audio

On today's episode, we discuss the main takeaways from Facebook's corporate name change to Meta, Instagram's affiliate shops development, how out-of-stock messages could affect advertising, Instagram Reels ads versus TikTok paid ads, selling out this year's Super Bowl ads, reacquainting yourself with the commute, a hidden secret in the number pi, and more. Tune in to the discussion with eMarketer analyst Blake Droesch and principal analysts at Insider Intelligence Suzy Davidkhanian and Paul Verna.

Attitudes Toward Facebook Among US Adults, June 2020

% of respondents



Note: ages 18+
Source: "The eMarketer Facebook Flash Survey" conducted in June 2020 by Bizrate Insights, June 29, 2020

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