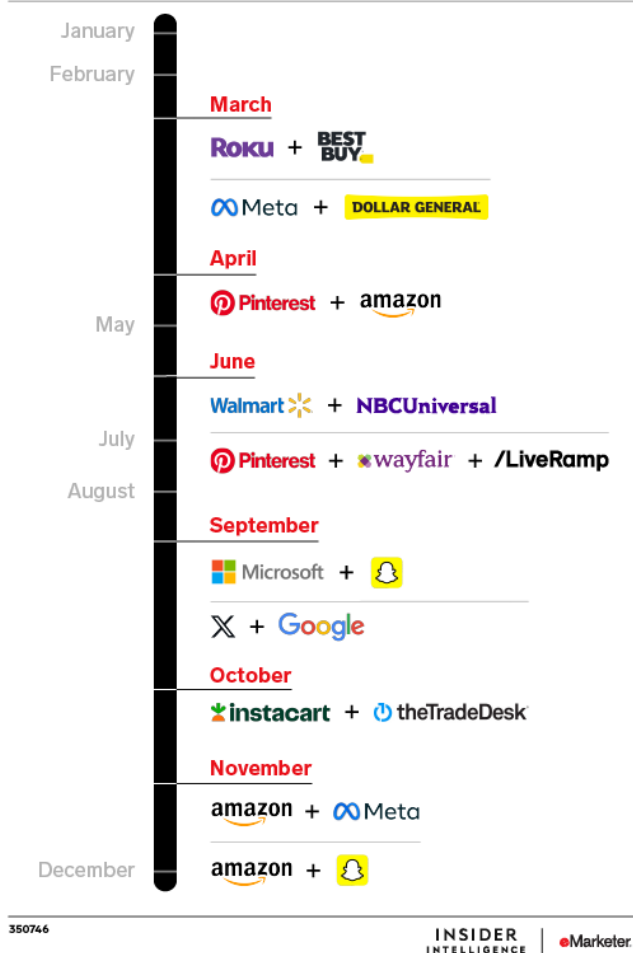


Ad platforms will capitalize on the power of partnerships in 2024

Article

Notable Social, Retail, and Digital Advertising Partnerships in 2023



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INSIDER INTELLIGENCE | eMarketer

Key stat: 2023 was a big year for partnerships, with companies joining forces across social, retail, and digital advertising to boost revenues.

Beyond the chart:

- Partnerships can help dominant companies enter difficult markets, like Meta working with Amazon on native ecommerce, an area where the former has struggled to gain a foothold.
- They can also offer opportunities to share first-party data, like Walmart's partnership with NBCUniversal, where the latter could take advantage of Walmart's rich retail media data.
- In 2024, we'll see new partnerships play out, but regulators may step in if some of these alliances look monopolistic.

Use this chart:

- Understand the ad partnership landscape.
- Think creatively about companies worth partnering with.

More like this:

- [2024 trend watch: Platform partnerships will shift the ad spending landscape](#)
- [Preparing for 2024's programmatic ad trends and predictions](#)
- [Amazon and IPG Mediabrands strike a three-year video advertising deal](#)
- [5 partnerships that caught marketers' eyes in 2023](#)