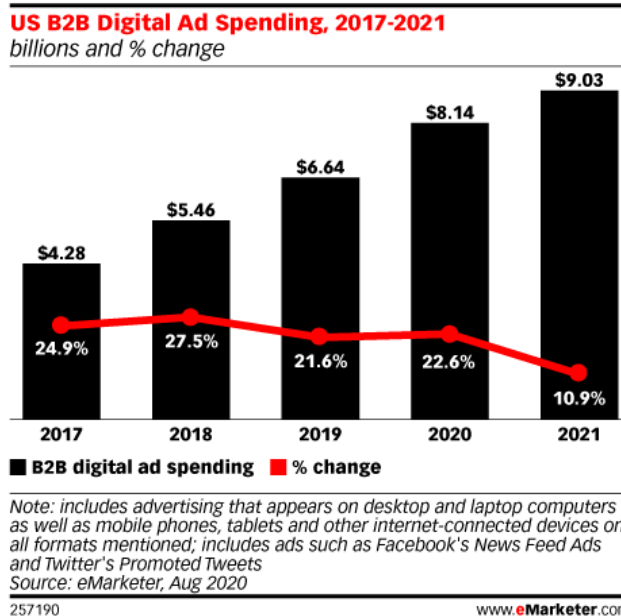


The Ad Platform: Taking the Pulse of B2B Digital Advertising

AUDIO |

Nicole Perrin and Jillian Ryan

B2B digital ad spending is bucking the general trend this year and actually accelerating its growth. Jillian Ryan, eMarketer principal analyst at Insider Intelligence, joins fellow principal analyst Nicole Perrin to discuss why that is, and what the future holds for in-person events.



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