

B2B and beyond, Instagram Shops tab ads, and how much is spent on influencer marketing

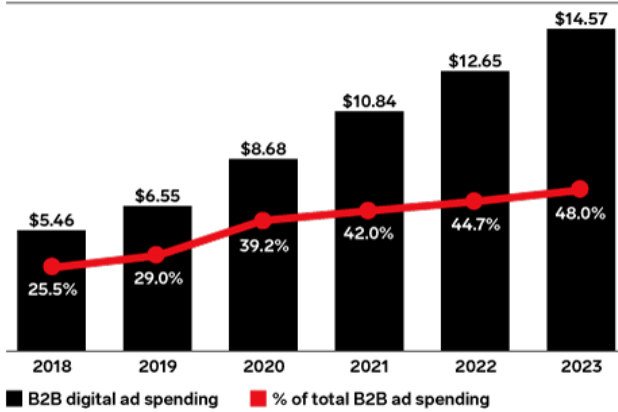
Audio

On today's episode, we discuss where B2B marketing is headed and what some of the biggest challenges will be along the way. We then talk about our brand new influencer marketing

spending forecast, what to make of TikTok Stories, and Instagram testing ads within its Shops tab. Tune in to the discussion with eMarketer principal analyst Jillian Ryan and senior forecasting analyst at Insider Intelligence Eric Haggstrom.

US B2B Digital Ad Spending Share, 2018-2023

billions and % of total B2B ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, July 2021

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