

The Daily: Some B2B ad spending milestones, LinkedIn's events pivot, and easyJet's new CMO role

Audio

On today's episode, we discuss why we revised our B2B digital ad spending estimates, the B2C buying behaviors affecting how B2B products and services are sold, and the marketing tactics B2B marketers are focusing on. "In Other News," we talk about why LinkedIn laid off the entirety of its global events marketing team and why easyJet brought back its CMO role in a new form. Tune in to the discussion with our analyst Kelsey Voss.



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