

# The Weekly Listen: Fancy Email, Sneaker Stock Exchange and the Value of Your Data

**AUDIO** |

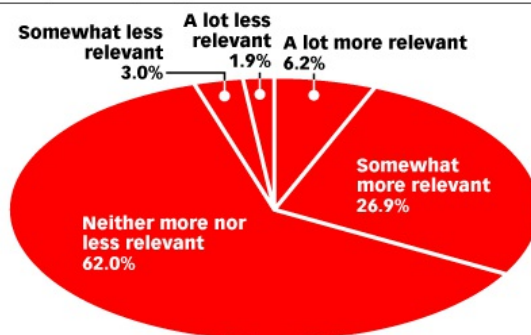
**eMarketer Editors**

eMarketer principal analysts Nicole Perrin and Andrew Lipsman join host Marcus Johnson for our review of the most interesting stories this week, including figuring out the value of your data, paying for a premium email service and Instagram's new Explore ads. We also discuss the cost of an ad-free internet, bring you the game of the week, useless dinner party data and more!

"Behind the Numbers" is sponsored by Salesforce. Listen in.

## How Relevant Are Emails Sent to UK Internet Users Now that GDPR is Implemented?

% of respondents, May 2019



Note: ages 18+

Source: BounceX, "GDPR: One Year Later," May 24, 2019

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