

What Insider Intelligence Analysts Expect in 2021: Integrating marketing into consumers' lives

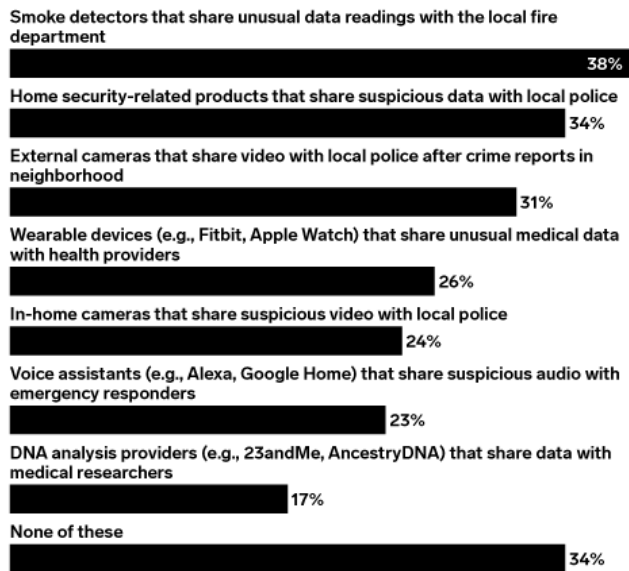
AUDIO |

Victoria Petrock

eMarketer principal analyst at Insider Intelligence Victoria Petrock discusses what she's paying attention to in 2021 and why: the acceleration of tech, multisensory experiences, and purpose-driven marketing.

US Adults Who Are Comfortable with Select Internet of Things (IoT) Devices Sharing Data, April 2020

% of respondents



Note: ages 18+

Source: Genesys, "Personalization & Empathy in Customer Experience" conducted by Wakefield Research, May 20, 2020

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The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabricketm](#) - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabricketm combines powerful identity-based solutions with trusted industry partnerships to solve today's challenges.