

The Ad Platform: What's Coming for US Digital Ad Spending in H2?

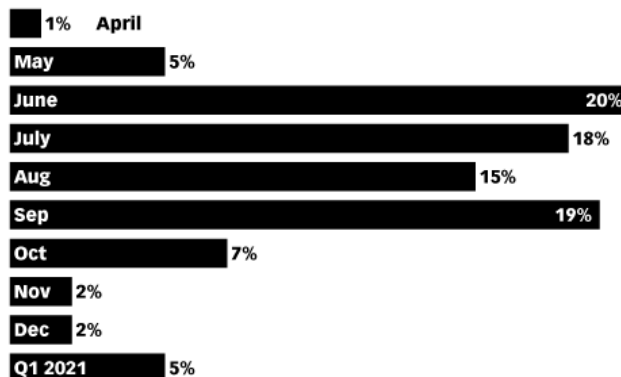
AUDIO |

eMarketer Editors

eMarketer is working on an updated forecast of US digital ad spending for June. Forecasting analyst Eric Haggstrom and principal analyst Andrew Lipsman join host Nicole Perrin to talk about some of the big questions we're asking about connected TV, performance advertisers and digital ad product innovations.

When Do US Agencies and Brand Marketers* Anticipate that Ad Spending Will Resume or They Will Ramp Up Their Advertising Efforts?

% of respondents, April 2020



Note: excludes "no answer" responses; *among those who have paused, held back or canceled recent or ongoing advertising efforts
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 3," May 7, 2020

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