

The Facebook Ad Boycott Picks Up Steam

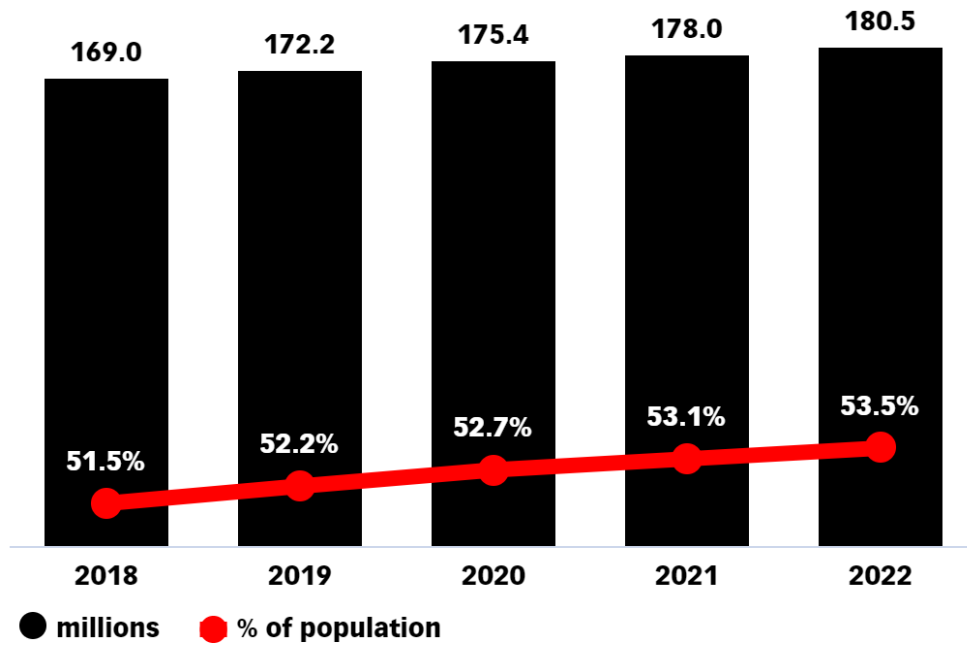
AUDIO |

eMarketer Editors

eMarketer principal analysts Debra Aho Williamson and Nicole Perrin and forecasting analyst at Insider Intelligence Eric Haggstrom discuss the different Facebook boycott camps advertisers fall into, the potential damage to the social media giant and what happens next.

Facebook Users

US, 2018-2022



Source: eMarketer, February 2020

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