

The Key Trends of 2022: Viral Commerce, Retail Media Goes Mainstream and more

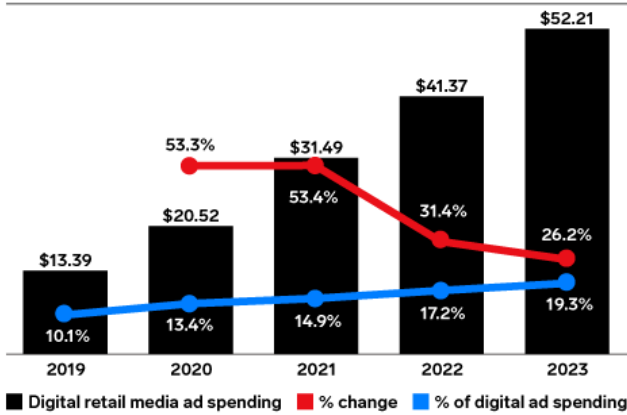
Audio

On today's episode, we discuss what our analysts think will be the key trends of 2022. Will Facebook's grip on digital advertising loosen? How much of a splash will viral commerce

make? How much will the pendulum swing back towards physical retail? And more. We then talk about the most important social media challenge facing brands this year and whether Amazon's marketplace model is coming to a store near you. Tune in to the discussion with eMarketer analyst Jasmine Enberg and principal analyst at Insider Intelligence Andrew Lipsman.

US Digital Retail Media Ad Spending, 2019-2023

billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps
Source: eMarketer, Oct 2021

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