

How Digital Transformation Is Remaking Creative

ARTICLE | **JULY 03, 2018**

eMarketer Editors

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How have programmatic platforms and other new technologies disrupted the marketing creative process? In the new episode of eMarketer's "Behind the Numbers," we discuss some of the changes with guest Grant Munro, co-founder of Shutterstock Custom. "Behind the Numbers" is sponsored by Mower.

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