

The Ad Platform: Pandemic trends still shaping programmatic markets

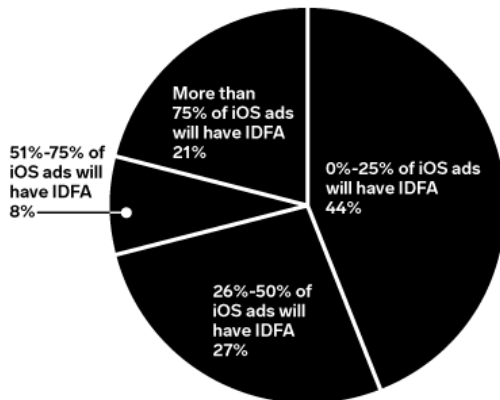
Audio

Growth in programmatic display ad spending was resilient in 2020, thanks in large part to the shift from brick-and-mortar to digital retail. Rajeev Goel, co-founder and CEO at supply-side

platform PubMatic, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin for the last episode of The Ad Platform to discuss which industries are increasing ad spending fastest, how advertisers are reacting to less Identifier for Advertisers availability, and why momentum in connected TV is exciting.

What Percentage of iOS Mobile Ad Inventory Do App Developers Worldwide Expect Will Have Identifier for Advertisers (IDFA) Opt-In from Users?

% of respondents, May 2021



Source: AdColony, "App Install Marketing Survey: 2021 Edition," July 6, 2021

268327

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