

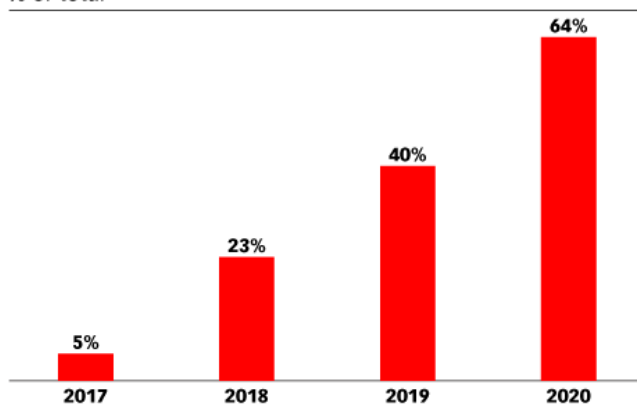
All Eyes on Biometric Marketing

AUDIO |

eMarketer Editors

eMarketer principal analyst Victoria Petrock shares the latest on biometric marketing, including business applications of the latest physiological and behavioral identification techniques.

Share of Smartphone Shipments Worldwide with Facial Recognition Technology, 2017-2020
% of total



Source: Counterpoint Technology Market Research as cited in press release, Feb 7, 2018

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