

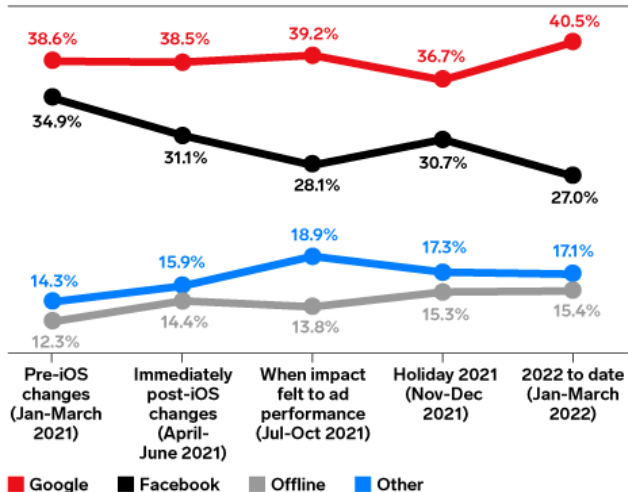
The Daily: The 3 legs of Meta's advertising stool —how sturdy are they?

Audio

Join our analysts Debra Aho Williamson and Andrew Lipsman as they analyze the three legs of Meta's advertising stool—usage, monetization, and commerce—in the wake of the social media giant's Q1 2022 earnings. Get their "Behind the Numbers" take on what's really going on with Meta's business and what it means for the company's future.

US Direct-to-Consumer (D2C) Brands' Share of Ad Spending, Jan 2021-March 2022

% of total



Note: offline spend for March 2022 is underrepresented as linear TV and direct mail report spend on a delay of 1 week or more
Source: Rockerbox; Insider Intelligence calculations, April 11, 2022

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