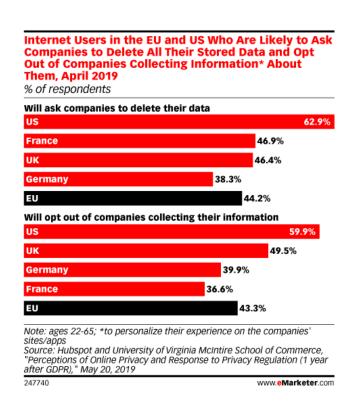


## What's Going on with Facebook and Apple?

## **AUDIO**

## eMarketer Editors

eMarketer principal analysts at Insider Intelligence Nicole Perrin and Yory Wurmser discuss why Facebook is sounding the alarm on Apple's iOS 14 update to its privacy and tracking settings. They then talk about CVS's new ad platform, programmatic returning to pre-pandemic norms, and how mobile ad spending is fairing.





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The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why Neustar launched Fabrick™ - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabrick combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.

