

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.

Internet Users in the EU and US Who Are Likely to Ask Companies to Delete All Their Stored Data and Opt Out of Companies Collecting Information* About Them, April 2019

% of respondents

Will ask companies to delete their data



Will opt out of companies collecting their information



Note: ages 22-65; *to personalize their experience on the companies' sites/apps

Source: Hubspot and University of Virginia McIntire School of Commerce, "Perceptions of Online Privacy and Response to Privacy Regulation (1 year after GDPR)," May 20, 2019

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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 [Fabrck](#)[™] - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabrck combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.