

What to Expect in H2 2020, the D2C Business Model and Pinterest's Q2

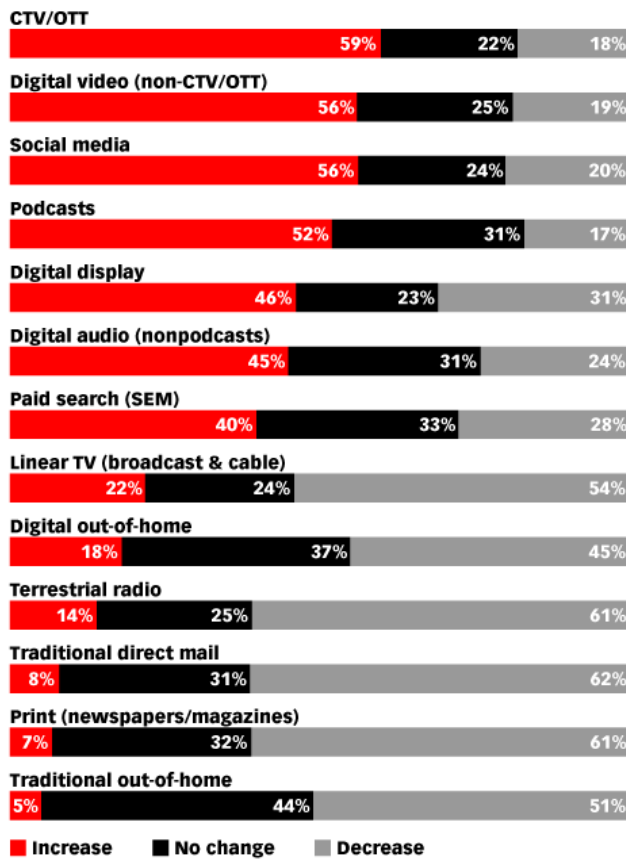
AUDIO |

eMarketer Editors

eMarketer principal analysts at Insider Intelligence Mark Dolliver, Andrew Lipsman and Nicole Perrin discuss what H2 has in store. They then talk about the takeaways from Pinterest's Q2, why large companies want in on the D2C business model and a mobile advertising investigation.

Changes in Ad Spending in H2 2020 vs. 2019 According to US Agency and Brand Buy-Side Decision-Makers, by Channel, June 2020

% of respondents in each group



Note: n=101; numbers may not add up to 100% due to rounding
 Source: Interactive Advertising Bureau (IAB), "Covid Impact on Ad Spend 2020: The Transformation of the Television Marketplace," June 16, 2020

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