

Podcast: Does Political Advertising Move the Needle?

AUDIO |

eMarketer Editors

eMarketer senior director of forecasting Monica Peart and vice president of content studio Paul Verna discuss how much money is spent on political ads. They also talk about Twitter’s new “in the public interest” rules, Apple Music’s milestone, and which is cooler: Tetris Royale? Or being able to know how crowded your commute is?

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US Federal Candidate Political Ad Spending Metrics, by Platform, Sep 9-22, 2018

	1	2	3	4	5	6	7
Facebook	281	18.5K	76-220	\$1.1-\$4.8	9-25	\$153-\$685	\$0.006-\$0.0072
Google	172	3.5K	114.5-1200.0	\$6.3	33-340	\$1.8K	\$0.055-\$0.005
Twitter	24	103	5.8	\$0.086	56	\$265	\$0.015

Source: New York University (NYU), "An Analysis of United States Online Political Advertising," Oct 15, 2018

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