

The Weekly Listen: Virtual Sports Arena Ads, LinkedIn 'Stories' and Ads on Top of Ubers

AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and principal analyst Nicole Perrin discuss Facebook's Pinterest-esque app, virtual sports arena advertising, fines for mobile carriers selling customer location data, ads on top of Ubers, LinkedIn 'Stories,' which country has the most islands in the world and more.

Most Effective Ad Formats on LinkedIn According to Agency/Marketing Professionals Worldwide, May 2019

% of respondents



Note: among those who advertise on LinkedIn
Source: Hanapin, "The State of Paid Social 2019," Aug 13, 2019

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