

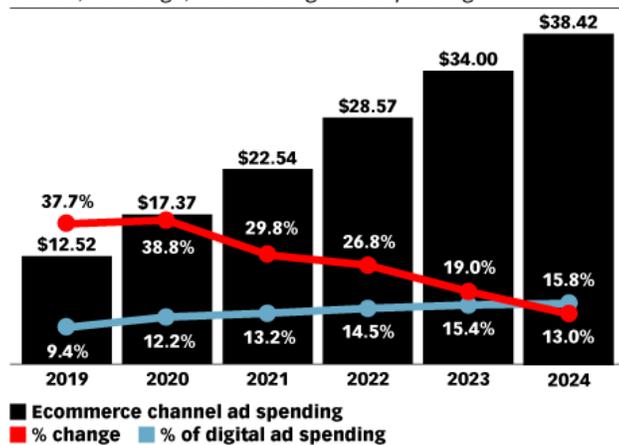
The Ad Platform: Recapping Retail Media's Year to Date with Bryan Wiener

AUDIO |

Nicole Perrin

Ecommerce channel advertising is having a big year, with eMarketer forecasting accelerated growth for 2020. Profitero CEO Bryan Wiener joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss consumers' massive shift to ecommerce, how it's benefited the ad businesses of Amazon and other marketplaces, and what online sellers should consider as they strategize for Q4 and beyond.

Ecommerce Channel Ad Spending in the US, 2019-2024
billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines
Source: eMarketer, Oct 2020

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