

# The Ad Platform: Building Brands in a Performance-Driven Digital World

**AUDIO** |

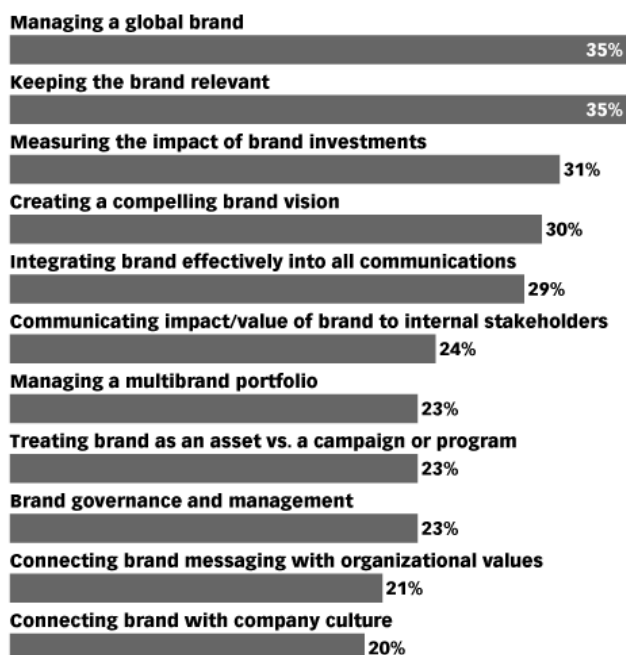
**eMarketer Editors**

The measurability of digital media has led to a laser focus among many marketers on performance—often based on short-term results at the expense of longer-term goals like brand-building. Danielle DeLauro, executive vice president at the VAB, joins eMarketer principal analyst and host Nicole Perrin to discuss why that's a mistake and why marketers must not forget the importance of branding.

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**Leading Challenges Around Brand Marketing  
According to Companies in North America and the  
UK, July 2019**

% of respondents



Note: n=393; top 3 responses

Source: Gartner, "Brand Survey 2019: Marketers Believe in the Power of Brand but Struggle to Respond to Disruption," Oct 7, 2019

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