

Podcast: Why D2C Brands Are Leaping Out of Your TV

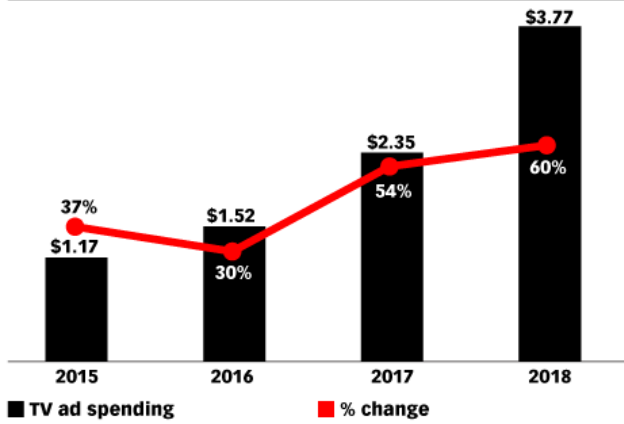
Audio

eMarketer principal analyst Andrew Lipsman and vice president of multimedia Paul Verna discuss why direct-to-consumer retail brands are investing heavily in TV advertising. They also reveal which CPG brand topped a recent study of the most effective TV advertisers in that category. In addition, the panel explores other retail and advertising developments from Amazon, Sizmek and more.

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US TV Ad Spending for Direct-to-Consumer Brands*, 2015-2018

billions and % change



Note: *125 direct-to-consumer brands that invested \$500,000+ in 2018 TV spend; not all 125 companies have existed since 2015
Source: VAB, "Direct Outcomes: Analyzing The 'Big Bets' DTC Brands Are Making On TV," June 10, 2019

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