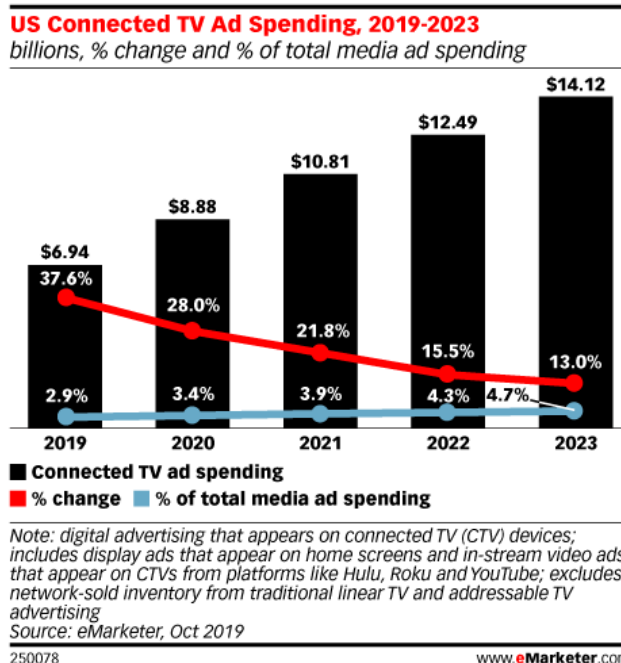


How Are Political Ads Defined, and Do They Even Work?

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin discuss why defining political ads is difficult but important. They also consider whether political ads really work. They then talk about connected TV growth, issues with Facebook's Ads Manager and Google search manipulation concerns.



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