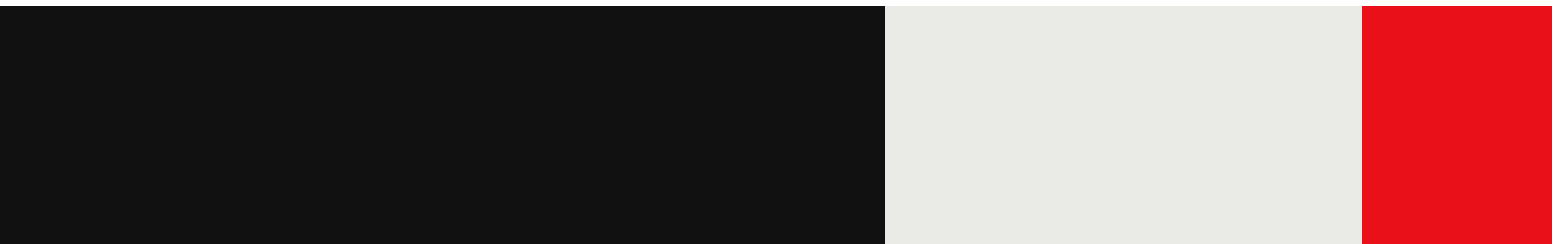


The Weekly Listen: Brands on Clubhouse, alienating ad tactics, and the 2021 Summer Olympics

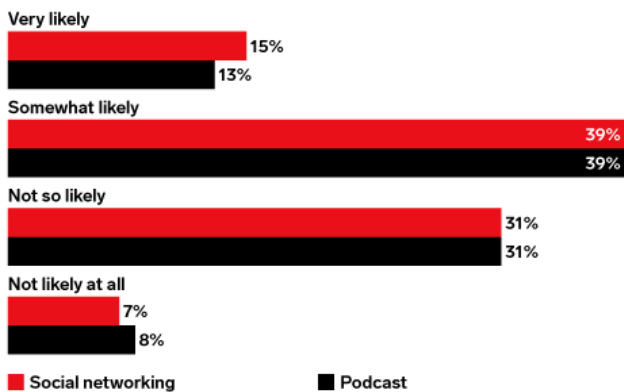
Audio



On today's episode, we discuss the different ways brands might get involved on social audio apps like Clubhouse, what kind of Summer Olympics we can expect this year, common ad tactics that are alienating people, America's payments revolution, how retailers are using Facebook Shops, what we know and don't know about the ocean, and more. Tune in to the discussion with eMarketer principal analysts Jeremy Goldman and Debra Aho Williamson, and forecasting analyst at Insider Intelligence Peter Vahle.

Likelihood that Clubhouse Will Challenge Existing Social Networking vs. Podcast Streaming Apps According to US Adults, March 2021

% of respondents



Note: n=1,369 who are aware of Clubhouse
Source: Axios and SurveyMonkey as cited in SurveyMonkey company blog, March 11, 2021

264476 eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Neustar Fabrick™ is a next generation customer identity platform that powers identity management, cross-channel planning, marketing activation, audience syndication, and analytics in a post-device ID world. This integrated set of identity management and marketing solutions connects Neustar's unique identity assets and capabilities with brand, publisher, and technology-partner data to provide a sustainable means of managing and mobilizing customer data across marketing, technology, and analytics use cases. [Learn More.](#)