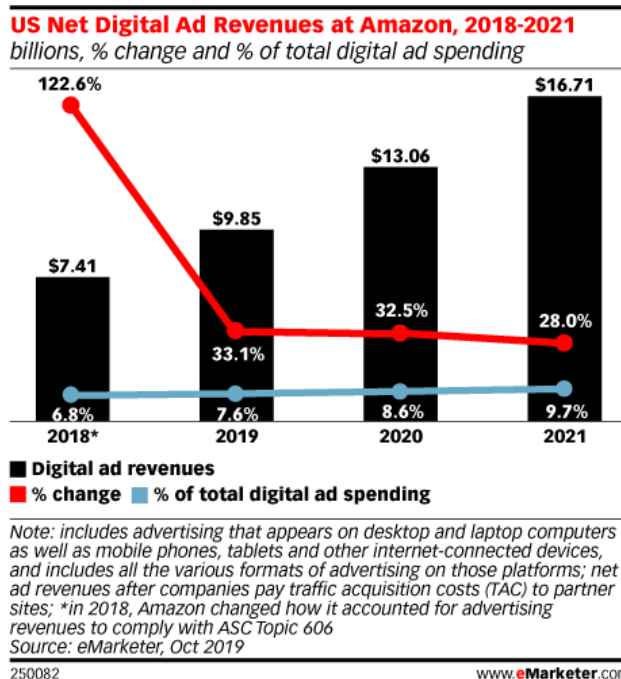


Amazon's Approach to Advertising

AUDIO |

eMarketer Editors

eMarketer principal analysts Nicole Perrin and Andrew Lipsman explain how Amazon looks at advertising and how brands use the platform: What's driving Amazon advertising, what are some blind spots, and are consumers still happy with the site's ad experience? They also discuss the significance of a quality vs. personalized ad environment, Americans' attitudes on Twitter's recent political ads ban and whether we're on the precipice of a retail jobs crisis.



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