

Giving up on privacy, IAC spins off Vimeo, and a possible wave of pent up demand

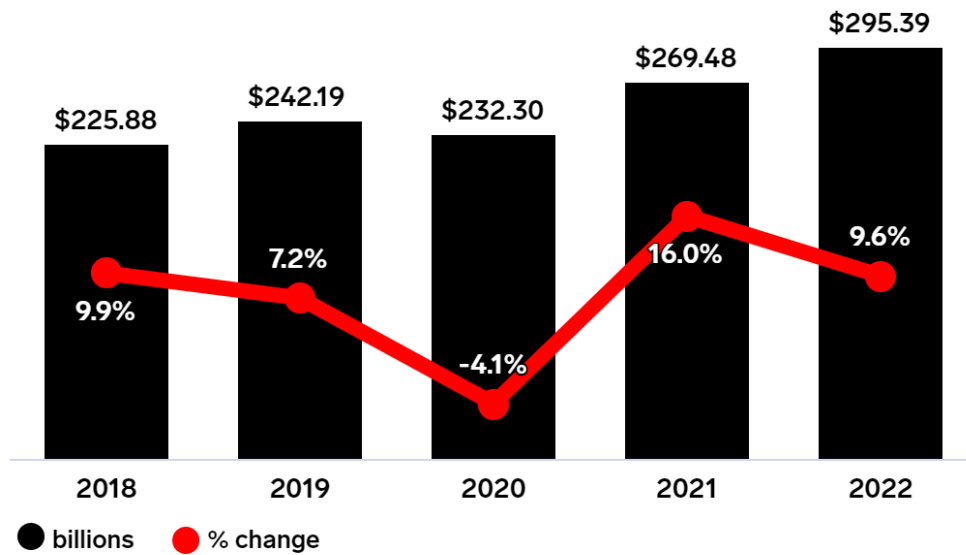
AUDIO |

Nicole Perrin

eMarketer principal analyst at Insider Intelligence Nicole Perrin discusses some big questions heading into 2021: What kind of traditional media rebound do we expect, will there be a tidal wave of pent-up demand, and how has the customer journey changed forever? She then talks about the implications of IAC spinning off Vimeo, whether we have already given up on privacy, and Amazon Marketing Cloud (AMC) opening a public beta.

Total Media Ad Spending

US, 2018-2022



Source: eMarketer, October 2020

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