

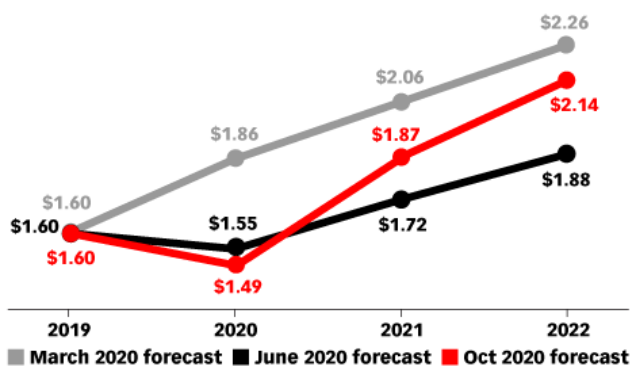
# Twitter tries reinventing itself, Facebook CPMs, and TikTok Shop

Audio

On today's episode, we discuss Twitter's major initiatives and figure out what the platform will look like after it reinvents itself. We then talk about Facebook's cost-per-thousand (CPM) recovery, TikTok's ecommerce efforts, and a recent study about COVID-19 news on Facebook. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

## How Has the Forecast for US Twitter Ad Revenues Changed?

billions, 2019-2022



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a Twitter presence  
Source: eMarketer, Oct 2020

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