Mobile now accounts for most of the time US adults spend with the internet, and marketers have responded. From mobile social network advertising to mobile programmatic, mobile video and push notifications, marketers are using an array of tools to reach their audience on the go. eMarketer has curated this Roundup of trends, insights and interviews to help advertisers and marketers keep up with the latest mobile marketing trends.
**Overview**

This will be a benchmark year for ad spending in the US, as mobile surpasses desktop spending for the first time, eMarketer predicts. Mobile will account for 51.9% of total digital spending in 2015. That's a higher figure than eMarketer forecast earlier this year.

While desktop’s share of advertising dollars is expected to slowly decline through 2019, mobile’s share will grow robustly. eMarketer expects mobile advertising to grow by 59% in 2015, a higher rate than forecast in March, when eMarketer last released figures for US ad spending. Meanwhile, long-term growth through 2019 has been revised downward slightly.

“Brands and marketers continue to see increased value in mobile advertising to reach consumers,” said eMarketer analyst Martín Utreras. “Some of the shift is happening organically from digital ad spending dollars, but also we see additional dollars moving from traditional media and new money coming from local advertising and small businesses.”

The shift to mobile ad spending is being driven mainly by consumer demand. eMarketer estimates that US adults are spending 2 hours and 51 minutes a day on nonvoice activities on mobile devices. More than half of that, or 1 hour and 31 minutes, is spent on mobile phones.

When examining the formats within mobile, eMarketer has revised all of its 2015 figures upward. Display advertising will continue to account for the largest share of the mobile ad market, capturing 51.1%, or $15.55 billion. Within display, banners, rich media, and sponsorships will account for $12.77 billion, and video $2.78 billion, with both figures revised higher than originally forecast. Search ads account for the second-largest share, 44.7% or $13.62 billion.

Estimates for text messaging, classifieds, email and lead generation figures have been revised upward in 2015, but lowered slightly through 2019. SMS messaging will account for 0.9% of mobile ad spending, while other spending—mostly on classifieds and emails—will account for 3.4%.

Also noteworthy is that in 2015, eMarketer expects mobile to surpass print advertising’s share of the total ad market, sooner than originally forecast. Print’s share has been revised downward, to 15.8% of the total ad market. Meanwhile, eMarketer’s estimates for mobile have been adjusted upward, to 16.6%.

“Consumers’ increasing on-demand consumption of media through mobile—coupled with improvements in targeting, attribution and ROI for mobile advertising—will continue to take away ad dollars from magazines and newspapers,” said Utreras.
Native Mobile Video Lifts Upper- and Lower-Funnel Metrics

In-feed mobile video ads lift recall, purchase intent

Mobile video is a fast-growing ad format, and many brands are rushing specifically to create video ads for native mobile environments like Facebook or Instagram feeds. Research suggests that viewing such ads improves a variety of metrics, from recall to purchase internet.

In a study conducted by Opera Mediaworks and comScore, a group of US mobile users was shown a mobile native video ad—the kind of ad created specifically for a mobile feed environment.

Advertisers hope to develop creative that’s a “thumb-stopper,” convincing people to stop scrolling long enough to let the sound and motion begin. After viewing such an ad, the mobile users took a survey about the relevant brand or product.

When compared to a control group that hadn’t seen the ad, the mobile users who watched a mobile native video ad were 5 percentage points more likely to want to buy the product. The ads produced a 4-point boost in favorability, a 7-point increase in likelihood to recommend, and a 6-point increase in mobile ad recall.

Video ads on Facebook have proved popular with marketers, and not only on mobile.

eMarketer estimates that US advertisers will spend $2.78 billion this year on mobile video ads on all platforms. US spending on mobile video ads will more than double by 2019.

| Performance Metrics for Mobile Native Video Ads Among US Mobile Users, June 2015 |
|---------------------------------|---------------------------------|---------------|
|                                  | % of respondents                |               |
| Ad uniqueness                   |                                 | 61%           |
| Aided awareness                 |                                 | 52%           |
| Favorability                    |                                 | 47%           |
| Likelihood to recommend         |                                 | 43%           |
| Purchase intent                 |                                 | 38%           |
| Mobile ad recall                |                                 | 30%           |

Test (viewed ad) | Control (did not view ad)

Mobile location advertisers focus on audience as much as location

Eight in 10 marketers worldwide use location targeting for mobile advertising, according to May 2015 polling by xAd. And responses indicated such campaigns are about more than location—it’s critical to reach the right audience members once they’re in the right spot.

When xAd asked agency and brand marketers who used mobile location-targeted ad campaigns how they did so, respondents from both groups were most likely to say they leveraged the tactic to target a specific audience. Targeting consumers around businesses or points of interest ranked second among both groups—with agencies much more enthusiastic than brands about this option—while the more general activity of sending location-relevant messages was much less popular, landing in third.

Of course, mobile location targeting isn’t short of challenges. When xAd asked brands and agencies why they didn’t spend more on mobile location-based advertising, respondents from both groups were most likely to cite issues with success measurement—this, along with campaign performance and data accuracy challenges, could prevent marketers from determining whether or not they’re indeed reaching the right audiences with the optimal messages.

Mobile local ad dollars continue to flow. In April 2015, BIA/Kelsey estimated that US mobile location-targeted ad spending would rise 56% this year, vs. 37% growth for national (not location-targeted) placements. However, local ads were still expect to grab a smaller share of total mobile dollars, at 37% ($6.7 billion) vs. 63% ($12.5 billion).

BIA/Kelsey forecast that mobile location-targeted ads would continue to outpace national placements in spending increases through at least 2019, when investments were expected to hit $18.2 billion and $24.4 billion, respectively.
Mobile Programmatic Display Ad Spend to Eclipse Desktop as Automation Grows

Moving past the experimental stage

Programmatic advertising, the use of technology to automate the buying, selling or fulfillment of ads, is becoming the standard for marketers looking to simplify the media buying process.

The new eMarketer report, “Mobile Programmatic Advertising: Grabbing the Vast Majority of US Display Ad Dollars by 2017,” explores that while programmatic was originally used to effectively buy desktop banners, the process has naturally expanded to mobile. Moreover, eMarketer forecasts US mobile programmatic ad spending will reach $9.33 billion this year and account for 60.5% of total US programmatic display ad spending.

Mobile might be newer to the programmatic game, but marketers have high expectations for it. A February 2015 survey conducted by RBC Capital Markets and Advertising Age found that the biggest portion of US marketers cited mobile as the channel or format expected to have the most opportunity for programmatic buying. And with many of the other cited areas—such as social, video and native—increasingly intertwined with mobile, such an opportunity is only growing.

“A year ago, clients were only doing science experiments in mobile programmatic,” said Craig Palli, chief strategy officer at mobile marketing firm Fiksu. “They were checking ‘test mobile’ off of their to-do list. This year, we’re seeing the larger brands come in with millions of dollars, because they now realize that if they’re not reaching their consumers on mobile, they’re ripe for disruption for competitors.”

Facebook is playing a substantial role in mobile’s programmatic growth. With Facebook considered a largely programmatic platform and its US mobile revenues expected to total $5.89 billion this year and reach $10.32 billion by 2017, its direct contribution to total US mobile programmatic digital display ad spending will be significant. However, eMarketer also anticipates that Facebook will play a secondary role in fueling the growth of mobile programmatic ad spending as both mobile web and app publishers increasingly look to redesign their sites in the style of Facebook’s popular in-feed units.


<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile</strong></td>
<td>$4.44</td>
<td>$9.33</td>
<td>$14.89</td>
<td>$20.45</td>
</tr>
<tr>
<td>—% change</td>
<td>234.3%</td>
<td>110.2%</td>
<td>59.6%</td>
<td>37.3%</td>
</tr>
<tr>
<td>—% of total programmatic digital display ad spending</td>
<td>43.0%</td>
<td>60.5%</td>
<td>69.1%</td>
<td>76.3%</td>
</tr>
<tr>
<td><strong>Desktop/laptop</strong></td>
<td><strong>$5.89</strong></td>
<td><strong>$6.10</strong></td>
<td><strong>$6.66</strong></td>
<td><strong>$6.34</strong></td>
</tr>
<tr>
<td>—% change</td>
<td>73.3%</td>
<td>3.7%</td>
<td>9.2%</td>
<td>-4.9%</td>
</tr>
<tr>
<td>—% of total programmatic digital display ad spending</td>
<td>57.0%</td>
<td>39.5%</td>
<td>30.9%</td>
<td>23.7%</td>
</tr>
</tbody>
</table>

Note: Digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; *ad spending on tablets is included

Source: eMarketer, Oct 2015

Another key aspect to mobile programmatic’s advancement is video, which will exhibit swift growth over the next 24 months, albeit starting from a small base of just $1.14 billion, or 12.2% of total US mobile programmatic display ad spending. By 2017, that number will reach $3.79 billion, but its share will still remain small, at 18.5%.

Though these numbers may seem extremely conservative to the many who are bullish on mobile video growth, it’s important to note that eMarketer’s definition of digital video only includes in-stream video ads (pre-, mid- or post-roll) and does not include many of the fast-growing a types often lumped into the digital video ad category, such as native video or in-feed video.
For Advertisers, It’s Mobile Game Time

Advertisers slow to spend on mobile games

The US mobile gaming user base is large and growing. In 2015, for the first time ever, over half of the US population will be mobile phone gamers, eMarketer estimates. However, ad spending is not particularly robust. That may change as advertisers become more comfortable with mobile in general and with some of the special features mobile games offer creative marketers, according to a new eMarketer report, “Mobile Games: A Large Audience, but Limited Ad Spending (So Far).”

But the sheer size of the mobile gaming audience should make it attractive to advertisers, argued Julie Shumaker, vice president of ad sales at game publisher Zynga. “I can leverage a program for Coca-Cola today that reaches 28 million unique users in the US through one title. In console, one publisher couldn’t reach 28 million users in a day, let alone a month.”

In addition, Shumaker said, the mobile gaming audience is diverse and broad—more akin to a TV audience.

However, there are differences. “Brands like to look at metrics like time spent and impressions as measurement of whether or not a branding campaign has been effective, but if you think about it applied to mobile, the amount of time spent with a brand might be more [associated with] how potentially annoyed a user is with that brand,” said Brian Wong, founder and CEO of Kiip.

As a defense against that “annoyance factor,” a number of advertisers have invested in rewards-based advertising—giving the audience a tool or a free pass to move up a level within a game in return for viewing an ad.

“If a brand comes in and interrupts [a game] in any way, the first thing [the user does] is look for the X button to close the ad,” said Ari Brandt, co-founder and CEO of MediaBrix. “However, you could be playing a game and you’re stuck, and then you get a message that looks native to the game and it says, ‘It looks like you could use some help. Coca-Cola wants to help you. Click here and Coca-Cola will give you a boost to help you clear the level.’ The user not only appreciates that you’ve acknowledged their state of mind, but beyond that you’re coming in and offering to help.”

Another game-specific opportunity for marketers is brand integration. Game publishers like Zynga and CrowdStar work with brands to integrate their products within mobile games. For example, CrowdStar’s Covet Fashion game lets users style, shop and win virtual clothing and accessories from more than 150 brands. In addition to styling a look, users can also purchase the actual clothing and accessories featured in the game using the app.

### US Mobile Phone Gamers and Penetration, 2013-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile phone gamers (millions)</th>
<th>—% change</th>
<th>—% of mobile phone users</th>
<th>—% of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>129.3</td>
<td>21.1%</td>
<td>52.3%</td>
<td>40.9%</td>
</tr>
<tr>
<td>2014</td>
<td>147.6</td>
<td>14.2%</td>
<td>58.4%</td>
<td>46.3%</td>
</tr>
<tr>
<td>2015</td>
<td>164.9</td>
<td>9.4%</td>
<td>63.9%</td>
<td>51.3%</td>
</tr>
<tr>
<td>2016</td>
<td>180.4</td>
<td>6.6%</td>
<td>68.8%</td>
<td>55.7%</td>
</tr>
<tr>
<td>2017</td>
<td>192.2</td>
<td>5.5%</td>
<td>72.3%</td>
<td>58.9%</td>
</tr>
<tr>
<td>2018</td>
<td>202.8</td>
<td>3.3%</td>
<td>75.0%</td>
<td>61.6%</td>
</tr>
<tr>
<td>2019</td>
<td>209.5</td>
<td></td>
<td>76.5%</td>
<td>63.1%</td>
</tr>
</tbody>
</table>

Note: mobile phone users of any age who play games on mobile phones at least once per month; excludes preinstalled games on feature phones

Source: eMarketer, Feb 2015; confirmed and republished, July 2015

www.eMarketer.com
**Mobile Coupons Effective Way to Link Mobile Ad to In-Store Purchase**

**In-store beacons also help**

While mobile advertising can be an effective way for companies to reach consumers, being able to actually link a mobile ad to an in-store purchase is important. An October 2015 survey found that mobile coupons can help.

According to research by Marchex and Digiday, almost two-thirds of US marketers said mobile coupons were the most effective method for attributing in-store purchases to mobile ads.

Indeed, mobile coupons are valuable. In 2015, 40.5% of US companies with more than a hundred employees will use mobile coupons for marketing purposes, eMarketer estimates. By 2017, that number will grow by 7.5 percentage points.

Furthermore, eight in 10 US adult mobile coupon users will redeem a coupon or code via their mobile device for online or offline shopping in 2015. And, in 2017, more than nine in 10 adults will do so.

Like mobile coupons, in-store beacons—which retailers are beginning to use more of—are another effective method for attributing in-store purchases to mobile ads, Marchex and Digiday found. In fact, 22.7% of US marketers indicated so, even though beacons are still in relatively limited use at retail.

Beacons also help influence in-store sales. A February 2015 forecast by BI Intelligence estimated that this year, $4.1 billion in in-store retail sales among the top 100 US retail locations would be influenced by beacon-triggered messages. By 2016, that value will grow to $44.4 billion.
Flooded app marketplace means paid install campaigns are a must

Consumer demand for mobile apps is insatiable. Both the number of app users and their daily time spent are growing rapidly. But in some cases, apps have become victims of their own success. At a time when demand is soaring, it’s harder than ever for apps to get noticed, and increasingly difficult to keep users coming back once the apps have been downloaded, according to a new eMarketer report, “App Marketing 2015: Fighting for Downloads and Attention in a Crowded Market.”

Paid app discovery and install campaigns are increasingly important for many app marketers. Paid install campaigns might have been seen as a marketing luxury in the past, but in today’s hypercompetitive app environment, they’re increasingly a necessity. “If you only are driving through one channel—for example, organic—and you’re ignoring the paid channel, you’re missing an opportunity to get the type of bumps that you need to maintain longevity in the rankings of the app store,” said Raj Aggarwal, CEO of mobile analytics firm Localytics.

Indeed, more marketers than ever before are investing in app install ads. eMarketer expects US mobile app install ad spending to rise by 80.0% this year, reaching $3.00 billion. That said, install spending is still relatively small, making up 10.4% of all mobile ad spending in 2015.

As spending grows, a range of app install ad formats are competing for marketers’ budgets and attention. Most parties familiar with app marketing agree that Facebook is the de facto leader for paid acquisition campaigns. “Facebook is far and away the most important app install channel,” Aggarwal said. But other players like Twitter and Google, among others, are aggressively building their own offerings as well. For example, Google recently announced Universal App Campaigns in May 2015, an app marketing tool that lets developers promote their apps across multiple Google-owned channels, including web search, YouTube, Google’s Display Network and AdMob, its mobile advertising company.

It may pay to spread app marketing dollars across different channels—smartphone users appear to be agnostic about which types of paid install ads influence their download choices. In a September 2014 study by Google regarding the types of digital ads that prompted app downloads, no clear winner emerged, with search ads, social ads and in-app banner ads all mentioned at nearly the same levels by US smartphone users.

For now, many marketers say the highly sophisticated targeting options and ability to leverage word-of-mouth make social media the best channel for paid install campaigns. But that is changing, as Facebook’s popularity is also driving up prices. “It’s relatively inexpensive to find a small handful of users on Facebook on a daily basis,” said Craig Palli, chief strategy officer at mobile app marketing platform Fiksu. “If you then want to find a large volume on Facebook on a daily basis, it gets real expensive fast.”
With constant innovations in the mobile space, the sports industry is focused on new ways to present relevant and engaging content on a smaller screen. David Coletti, vice president of digital media research and analytics at ESPN, spoke with eMarketer’s Rimma Kats about this shift to mobile, how it varies by device and what advertisers are doing to reach sports fans.

**eMarketer:** Sports fandom has been undergoing this shift to digital for years. Is mobile the linchpin?

**David Coletti:** All of the usage and traffic data that we see supports that strongly. We see it manifest itself in a couple of different ways. Ultimately, mobile provides an incremental usage, which makes sense because it's a device that is available in so many additional settings than a desktop or a laptop.

Looking at our July research, 56% of digital usage came from smartphones and tablets. That was the 15th consecutive month where we’ve seen our overall share of usage weigh more toward mobile than desktop and laptop. The interesting thing is not that 44% is shrinking, it’s that in mobile—usage is growing.

**eMarketer:** According to that same July research, 57.6 million users access ESPN content through their smartphones and tablets. Have we come to a point where a majority of content is accessed via mobile because of its on-the-go accessibility?

**Coletti:** If someone is checking the score of their favorite team or athlete, that’s a moment-in-time use case that mobile facilitates well.

There’s also breaking news. We’ve done a lot of research on case studies of breaking news to show how mobile impacts the news cycle and how that drives usage. It’s about setting or resetting your lineup as news breaks.

**eMarketer:** Are there any differences with how smartphone users vs. tablet users access ESPN’s content?

**Coletti:** In a lot of ways they’re similar, but there are a couple of notable differences. I’ll use an example of streaming video. People will spend more time with video per visit, per session on a larger screen. Smartphones, on the other hand, are more pervasive. They have a larger degree of reach.

**eMarketer:** What about differences with how users access ESPN via the mobile web vs. the app?

**Coletti:** The number of uniques that we see every day, every week and every month tends to be larger on the mobile web. Total time spent tends to be higher on the app. It makes a lot of sense because we certainly have fans who are loyal to one or the other and sometimes both.

Mobile web tends to lend itself to being the kind of platform of choice when it comes to socially referred traffic. We have a presence on Facebook and Twitter, and a lot of the links that drive people to stories end up in a mobile web experience.

**“The number of uniques that we see every day, every week and every month tends to be larger on the mobile web. Total time spent tends to be higher on the app.”**

**eMarketer:** Are there any differences with how smartphone users vs. tablet users access ESPN’s content?

**Coletti:** In a lot of ways they’re similar, but there are a couple of notable differences. I’ll use an example of streaming video. People will spend more time with video per visit, per session on a larger screen. Smartphones, on the other hand, are more pervasive. They have a larger degree of reach.

**eMarketer:** What about differences with how users access ESPN via the mobile web vs. the app?

**Coletti:** The number of uniques that we see every day, every week and every month tends to be larger on the mobile web. Total time spent tends to be higher on the app. It makes a lot of sense because we certainly have fans who are loyal to one or the other and sometimes both.

Mobile web tends to lend itself to being the kind of platform of choice when it comes to socially referred traffic. We have a presence on Facebook and Twitter, and a lot of the links that drive people to stories end up in a mobile web experience.

**“The ESPN app user tends to be our most engaged user. It’s someone who has self-selected to download the app, oftentimes putting it prominently on their home screen right along some of the most-used apps.”**
ESPN Plays More and More to the Mobile User

At the same time, the ESPN app user tends to be our most engaged user. It’s someone who has self-selected to download the app, oftentimes putting it prominently on their home screen right along some of the most-used apps.

eMarketer: Does mobile usage spike during big-game events?

Coletti: We do this data visualization here that we call an X-ray. Picture a bar chart covering a whole 24-hour day. You look at the level of usage throughout the day, if you could picture mobile, you see it’s almost like a two-humped camel. Mobile usage grows throughout the day, and then depending on whether it’s a weekday or a weekend, it always tends to peak into the evening hours.

On a weekend, with college football Saturday or NFL Sunday, there’s a similar pattern, but it occurs earlier in the day because games are typically happening much earlier in the day on weekends. For example, on a Saturday, you see that curve start to build substantially at noon, because that’s when the first college football games are kicking off. It builds throughout the afternoon into the evening. A lot of times our marquee games are in primetime and usage peaks then as well.

eMarketer: Are advertisers zeroing in on the sports audience through mobile channels as mobile becomes more popular?

Coletti: Advertisers want to reach their target customer, do it at scale and get a certain amount of reach behind it. They’re looking for their ad or message to resonate.

Mobile is a massive reach vehicle. You can build a tremendous amount of scale. It’s such a personal device and your attention is solely focused on that screen. There’s very little distraction when you’re staring at your phone. For an advertiser, that’s valuable and compelling.

Mobile Game Advertising Looking and Feeling More Like TV

Julie Shumaker
VP, Ad Sales
Zynga

Much of mobile gaming has moved from a premium to a freemium model, opening up more opportunities for advertising. Julie Shumaker, vice president of ad sales at game publisher Zynga, spoke with eMarketer’s Rimma Kats about monetization opportunities within mobile gaming, and why the medium has continued to grow and change so quickly.

eMarketer: How has the gaming space evolved over the past few years?

Julie Shumaker: We’ve seen an evolution from paid gaming, where consumers would pay for downloads onto their mobile devices, to a mainly premium model, where the core product is free, and there are additive services that can be purchased or often consumed on behalf of advertising.

eMarketer: How do you monetize your games?

Shumaker: Zynga is 100% in the freemium model. We monetize our games through both in-app purchase and advertising.

eMarketer: Are the advertising opportunities bigger on mobile, as opposed to PC?
**Shumaker:** We believe that the environment for advertising in mobile games is larger than PC and web games. The value [of mobile] looks more like a traditional media format. Mobile gaming and mobile gamers look more like television viewers than web gamers. They’re purposely sitting down, they’re consuming this media.

“The breaks that come with ads are a natural part of the content. Mobile is a much bigger opportunity because of that native experience.”

The breaks that come with ads are a natural part of the content. Mobile is a much bigger opportunity because of that native experience.

There are many research groups, including Nielsen NetView, that demonstrate that over 60% of all time on mobile is spent playing games. You can imagine that much time spent in a terrific advertising medium.

**eMarketer:** Why do you think mobile gaming has grown so quickly?

**Shumaker:** It’s a personal device, and you just have so many opportunities to consume on your mobile device. We’re all drawn to entertainment, but we don’t get to sit in front of our television for eight hours a day—at least most of us don’t.

**eMarketer:** What type of brand advertising do you think is really the most effective within a mobile game?

**Shumaker:** [Mobile games] are sight, sound, motion and emotion the same way television is. And now you’ve got a dominant behavior, spending more time on mobile gaming than even mobile video consumption. What that says to me is that the ad tactics that worked so well in television—commercial breaks that leverage the power of the media, sight, sound, motion and emotion—are going to be the strongest products.

A 15-second video is the No. 1 ad product in all our mobile games. Overall, mobile is a mainstream medium. Therefore, it’s a much higher-reach medium. I worked at Electronic Arts for six years, and spent enough time in the PC and the console business. However, I can leverage a program for Coca-Cola today that reaches 28 million unique users in the US through one title.

The openness to ads of a consumer who has just spent $60 on a retail product is much different than that of someone who just downloaded a free game to his or her phone.
Counting conversions with closed eyes?

It may seem obvious, but it shouldn’t count if you can’t see it!

Flashtalking viewable conversion reporting ensures only impressions that are seen can get credit for a conversion. It’s a unique metric only available when you can report impression level data.

Flashtalking also is rolling out device recognition technology that gives advertisers visibility into areas that third party cookies cannot, closing the tracking gap between mobile and desktop.

flashtalking
The Art & Science Behind the Perfect Message.

flashtalking.com/viewability

US | UK | DE | NL | AU
Coverage of a Digital World

eMarketer data and insights address how consumers spend time and money, and what marketers are doing to reach them in today’s digital world. Get a deeper look at eMarketer coverage, including our reports, benchmarks and forecasts, and charts.

eMarketer Corporate Subscriptions: The Fastest Path to Insight

All eMarketer research is available to our clients via an annual corporate subscription. The subscription provides clients with access to all eMarketer analyst reports, signature charts, interviews, case studies, webinars and more. See for yourself how easy it is to find the intelligence you need. Learn more about subscription options.

Confidence in the Numbers

Our unique approach of analyzing data from multiple research sources provides our customers with the most definitive answers available about the marketplace. Learn why.

Schedule a personalized demonstration or request a quote today.
Go to eMarketer.com, call 212-763-6010, or email sales@emarketer.com.