

Free webinar to explore mobile ad ecosystem

eMarketer is offering a free webinar to explore how the mobile ad ecosystem is developing this year on Thursday, 11 June 2015 at 1pm ET.

Topics

- How quickly spending on different ad formats is tipping toward mobile
- Why marketers are getting more interested in advertising to people, rather than devices
- Four common misconceptions about mobile advertising

- How much advertisers will spend on mobile web vs. in-app ads

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