How Women Are Dominating the Influencer Marketing World

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Understanding ROI Behind the Live Streaming of Esports

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Television (Yes, Even Broadcast TV) Is Not Dead; It’s Evolving

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4 Industry Trends That Are Guaranteed to Shake Up the Pharma Industry

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The Lines Between Upfronts and NewFronts Continue to Blur Together

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6 Ways That 3D Mapping Will Change Retail Forever

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The Areas Where Brand Safety Measures Fall Short

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The Inside Story of the Burger King Campaign That Changed the Brand’s Entire Outlook on Marketing

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Why Marketers Need an Understanding of Connected TV to Navigate Upfronts

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This Mother’s Day Make Me an Ad That Actually Speaks to Me

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