

Complimentary webinar on programmatic advertising

eMarketer Editors will run a complimentary webinar to learn about the rising investments and new realities of programmatic advertising on Thursday 22 September at 1pm ET.

Programmatic advertising already accounts for a majority of all digital display spending in the US, and that share is rising thanks to a number of influences. The webinar will cover:

- Why programmatic ad spending is not plateauing yet
- How much of programmatic's continued growth is coming from social and mobile channels
- Why more spending continues to shift to private marketplaces and programmatic direct
- How cross-screen advertising efforts are contributing to the growth of programmatic video

The webinar is made possible by Adobe. [Register here](#) for a complimentary ticket.

For more, visit: <https://www.bizcommunity.com>