eMarketer data and insights address how consumers spend time and money—and what marketers are doing to reach them in today’s digital world. We group our research into eight different categories, with each one containing the individual topics eMarketer covers. All topics are methodically researched by our team of analysts, forecasters, interviewers, editors and charting specialists.

**Big Picture Trends & Benchmarks**

The forces influencing consumer behavior, changing media consumption patterns and affecting digital marketing practices

**Key Digital Trends**
- Digital Trends Spring 2014
- Digital Trends Summer 2014
- Digital Trends Fall/Winter 2014
- Digital Trends Forecast 2015

**Total Media**
- US Total Media Spending Annual Report
- US Total Media Spending Midyear Update
- Global Total Media Spending Report
- Global Total Media Spending Midyear Update
- Television Ad Spending 2014
- Television Ad Spending Midyear Update

**Global Landscape**

**Worldwide Benchmarks**
- Worldwide Internet Usage: Forecast & Comparative Estimates
- Worldwide Mobile Phone Users: Forecast & Comparative Estimates
- Worldwide Social Users: Forecast & Comparative Estimates

“eMarketer provides me with the intelligence I need to be effective today and to be ready for a changing marketplace tomorrow.”

Paul Iagnocco, Senior Director, Global Digital Enablement at Kellogg Company
Digital Advertising & Marketing

Top advertising and marketing trends affecting today’s digital landscape

Ad Spending

Display
- CPMs
- Programmatic Spending Forecast & Trends
- Retargeting

Search
- Search Advertising Benchmarks: Key Metrics
- Performance Listing Ads (PLAs)

Video
- Video Advertising Benchmarks: Key Metrics
- Interactive Video Ads
- Digital Video Ads: Best Practices
- Real-Time Analytics for Video

Email
- Email Benchmarks: Key Metrics & Trends

Metrics & Measurement
- Ad Verification
- Data Management Platforms (DMPs)
- Cross-Platform Measurement
- Targeting Effectiveness

Content Marketing
- Content Marketing
- Native Advertising

Real-Time Marketing
- Real-Time Marketing
- Real-Time TV
- Real-Time Display Advertising

“eMarketer data on consumer media behavior helps us build better integrated campaigns—it breaks through multiple channels but is respectful of the nuances within those channels.”

Natalie Crain, Senior Director, Customer Acquisition at Lands’ End

Mobile

Analysis of mobile technology developments, consumer adoption rates, usage patterns and advertising trends

Mobile Usage
- US Mobile Usage: Forecast & Comparative Estimates
- US Tablet Usage: Forecast & Comparative Estimates

Mcommerce
- Mobile Commerce
- Tablet Commerce

Mobile Advertising
- Mobile CPMs
- Mobile Display
- Mobile Search
- Mobile Targeting
- Mobile Effectiveness
- Mobile Apps
- Mobile Video
- Tablet Advertising
Demographics & Consumer Insights

Media usage and ecommerce insights for influential demographic groups and audience segments

Demographics
• Kids: Media Usage
• Teens: Media Usage & Ecommerce
• College Students: Media Usage & Ecommerce
• Millennials: Media Usage & Ecommerce
• Mothers: Media Usage & Ecommerce
• Baby Boomers: Media Usage & Ecommerce
• Seniors: Media Usage & Ecommerce
• Hispanics: Media Usage, Ecommerce & Regional Breakout
• Blacks: Media Usage & Ecommerce
• Asians: Media Usage & Ecommerce
• Affluents: Media Usage & Ecommerce

Time Spent with Media
• Time Spent with Media 2014
• Time Spent with Media Midyear Update

Consumer Attitudes
• Cross-Media Usage
• Privacy

“I now rely heavily on eMarketer for the overall picture on ecommerce, especially in other countries.”
Doug Schwegman, Director, Market Intelligence at CyberSource Business Unit, Visa

Retail & Ecommerce

Comprehensive coverage of the omnichannel retail experience to better understand customers and drive revenues

Retail Trends
• Digital Ad Spending Forecast & Key Trends
• US General Retail
• Big Data
• Omnichannel Retail Trends
• Pricing Trends
• Delivery & Pickup Trends
• Proximity Marketing
• Holiday Shopping
• Back to School

Specialty Retail
• Groceries
• Apparel
• Discount Stores

Restaurants
• Digital Ad Trends
• Mobile/Usage

Ecommerce
• US B2C Ecommerce Forecast & Comparative Estimates
• Shopping Cart Usage & Abandonment Rates
• Mobile Payments
• Virtual Currencies
• Social Commerce
Social Media

Intelligence related to shifting trends in social media, network usage and marketing strategies

- Social Trends 2014
- Social Trends Midyear Update
- Facebook Advertising
- Twitter
- The Visual Social Web: Tumblr, Instagram, Vine, Pinterest
- Social TV
- US Social Network Users: Forecast & Comparative Estimates

“We have about 10 different vertical industries that we serve. In my mind, eMarketer does the best job. It’s my first go-to source for that kind of information.”
Linda Dorman, Vice President, Global Strategy at Experian

Industry Deep Dives

In-depth coverage of key trends and shifts within top vertical segments

Automotive
- Digital Ad Spending Forecast & Key Trends
- Digital Shoppers & Buyers
- Digital Dealership Trends
- In-Car Media Update

B2B & SMB
- B2B Social Trends
- B2B Users/Usage Trends
- B2B Mobile Trends
- SMB Users/Usage Trends

Consumer Products
- Digital Ad Spending Forecast & Key Trends
- Shoppers & Buyers
- Food & Beverage
- Personal Care & Beauty

Financial Services
- Digital Ad Spending Forecast & Key Trends
- Digital Shoppers & Buyers
- Digital Banking Trends
- Digital Insurance Trends

Media
- Digital Ad Spending Forecast & Key Trends
- Shoppers & Buyers
- Subscription Spending Overview
- Digital Music: Usage Trends
- Smart TV: Penetration & Usage Trends
- Gaming Revenue Trends

Pharma/Health
- Digital Ad Spending Forecast & Key Trends
- Online Shoppers & Buyers
- Users & Usage

Travel
- Digital Ad Spending Forecast & Key Trends
- Digital Shoppers & Buyers
- Digital Trends for Hotels
- Digital Trends for Airlines
Global Coverage

Expanded coverage on trends, benchmarks and usage patterns within today’s key regions and countries (for worldwide trends, also see Big Picture Trends & Benchmarks)

UK Advertising & Marketing
- Key Trends
- Ad Spending: Forecast & Comparative Estimates
- Metrics & Measurement
- CPMs
- Content Marketing

UK Mobile
- Mobile Ad Spending
- Tablet Users: Forecast & Comparative Estimates
- Mobile Users: Forecast & Comparative Estimates
- Location-Based Marketing
- Mobile Payments
- Mcommerce

UK Social
- Social

UK Consumer Insights
- Time Spent with Media
- Millennials
- Generation X
- Women
- UK Boomers

UK Industries
- Travel Industry
- Digital Music
- Gaming

UK Ecommerce
- Ecommerce
- Holiday Shopping

Western Europe
- Time Spent with Media
- Social
- Digital Ad Spending
- Ecommerce
- Mcommerce
- Digital Media Usage
- Travel Trends

Canada
- Video
- Ad Platforms
- Social
- Mobile
- Digital Ad Spending
- Demographic Trends
- Ecommerce
- French-Canadian Demographics

Brazil
- Time Spent with Media
- Digital Ad Spending
- Mobile
- Ecommerce

Mexico
- Digital Ad Spending
- Affluents
- Mothers
- Mobile

China
- Mobile Advertising
- Social
- Digital Media Overview
- Ecommerce

“At MasterCard, we use eMarketer for global and regional data to help us validate hypotheses and ultimately develop our strategies.”

Michael Donnelly, Group Head, Global Digital Marketing at MasterCard
Additional Global Coverage

Benchmark data and metrics on digital marketing, media and ecommerce trends around the world. Countries in **bold** feature more in-depth and ongoing research, forecasts, insights and analysis.

**Asia-Pacific**
- Australia
- Hong Kong
- India
- Indonesia
- Japan
- South Korea

**Latin America**
- Argentina
- Chile
- Colombia
- Peru
- Venezuela

**Central & Eastern Europe**
- Estonia
- Latvia
- Poland
- Russia
- Slovakia
- Turkey
- Ukraine

**Latin America**
- Argentina
- Chile
- Colombia
- Peru
- Venezuela

**Middle East & Africa**
- Egypt
- Saudi Arabia
- South Africa
- United Arab Emirates

**Western Europe**
- Denmark
- Finland
- France
- Germany
- Greece
- Italy
- The Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland

“We look to eMarketer to help us understand the needs and expectations of our customers by market.”

Michael Menis, Senior Vice President, Digital & Voice Channels at IHG (InterContinental Hotels Group)