

Panel Discussion | [Cookieless] Be Prepared! When MarTech Collides with Customer Privacy in the Cookieless World



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slido



How detailed is your first party data strategy?

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**How important is Cookieless to your org?
Where are you in the journey?**

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**How do you leverage the success of first party data?
And then measure & quantify?**

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Moving forward - how do you evaluate your success factors?

Key Takeaways

Jad's Takeaway:

- The traditional marketing approach of tracking click chains and attribution modeling is ending. It's time to depend on scientific testing methodologies and first party data to optimize our media mixes, even though the effects of brand media activity remain hard to measure with accuracy.

Łukasz's Takeaway:

- Invest in brand building and total experience on your product - no matter how many or which cookies will be left on the table – no one is going to interfere with people's mind, and that's where the brand and experience is "stored". You want to be in the top-of-mind, not hiding in the behavioural cookie.

Maximilian's Takeaway:

- Our cookies crumble. Time to reinvent the way we advertise and create an environment where consumer centricity, data and privacy are key.

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Q&A