Fireside Chat | [First-Party Data] Build a Trust-Based First-Party Data Asset to Enter the Cookieless Future





SANJAY BAKSHI

Group Director, Digital & Innovation, Durapower



SAHAJ KHUNTETA

Head of Marketing Analytics, Asia Pacific & Japan, Intel Corporation



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- What does the cookieless future mean to you / your industry?
- Use cases of first party/ second party?
- How are you preparing for the switch to cookieless future?
- Data relevancy



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Key Takeaways



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Q&A

