

Fireside Chat | **[MarTech Stack]** Thriving in Uncertainty: Maximising Resources in a Turbulent Market



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Is it the best thing for the company to challenge the last 10-20% of marketing investment?

Question 1

- **Given all changes in data privacy and large platforms (Google Apple etc.), what has changed for you in the past? And how do you think about it going forward?**

Question 2

- **How do the changing consumer behavior affect the way we invest in media buying?**

Question 3

- **When does it pay off to step back and redesign from scratch?**

Key Takeaways

Q&A