

Panel Discussion | [Consent Monetisation] The Key to ROI and First-Party Data Innovation



cassie

NICKY WATSON

Founder & Chief Architect
Cassie



CVLibrary

JENNIFER ALLEN

Senior Product Manager, MarTech
CV Library



reckitt

DOUGLAS SHEARD

Consumer Engagement Lead, UK
Hygiene
Reckitt



HSBC

HAZEM EL TAHA

Global Head of Marketing
Technology
HSBC



CREDERA

TOM PARSLEY

Principal
Credera [Moderator]

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Within your consent strategy, what is your main area of focus?

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Question 1

Share why consent monetisation is particularly relevant to your organisation right now, & how it's shaping your approach to ROI and first-party data innovation?



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Question 2

How is Consent Monetization evolving, and what opportunities does it present for the future? What strategies can help us align first-party data initiatives with sustainable ROI, while proactively avoiding today's common pitfalls?



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Question 3

If you can take only one key action on consent monetization before the end of the year, this is what should it be...



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