



# Fireside Chat **[Consent Monetisation]** Unlocking ROI & Driving First-Party Data Innovation



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**What is the primary focus of your consent strategy?**

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## Question 1

**How can brands maintain data privacy while delivering personalised experiences through cookies and consent monetisation?**

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## Question 2

**How can businesses overcome regulatory challenges and transform them into opportunities for innovative first-party data strategies?**

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### Question 3

How can businesses improve UX, reduce consent fatigue, and build trust to ensure a steady flow of consented data and achieve high ROI?

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Q&A

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