



Fireside Chat | [The Post-Cookie Era] Redefining Data Strategies

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What words come up when you think of first-party data?



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Question 1

With the context of third-party depreciation, how have you adapted your data strategy while keeping it effective and privacy-compliant?

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Question 2

How valuable is it for the end-users / how do you improve consumer experience?

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Question 3

As we move forward, how do you see AI and analytics helping brands get more value from the new types of data they're collecting in this evolving landscape?

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Q&A

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