



Fireside Chat | **[Third-Party Cookies]** Turning Challenges into Opportunities in the New Era of Digital Marketing



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Third-Party Cookies - How important is this to your company?



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Question 1

How have you turned the third-party cookie challenge into an opportunity through successful platform integrations?
What measurable campaign successes have you seen across European markets?



Q&A



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Question 2

What are the most effective strategies for adapting to a first-party data world? How can innovative technology give brands a competitive edge? Can you share any success stories that highlight this?



Q&A

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Question 3

What does your roadmap look like for thriving in today's data landscape—balancing compliance with driving long-term, sustainable business growth?



Q&A

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