Data-Driven Advertising

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Location, Location, Location

- Legislative currents
 - CA, OR, MD, VA,Federal
- Use cases
- Protecting Your Business
 - Vendor Management
 - Data Governance



Cross-Border Data Transfers

- DOJ rules & PADFAA
- Thresholds? Applicability?
- Protective measures
 - Risk Assessment
 - Vendor Management
- Transfers in the New World



AI in the stack

- "or we just make it for them"
 - What does the future hold?
- In creative, in campaign
 - Hyper-personalization, predictive analytics, segmentation, ad ops.
 - Where does privacy go?



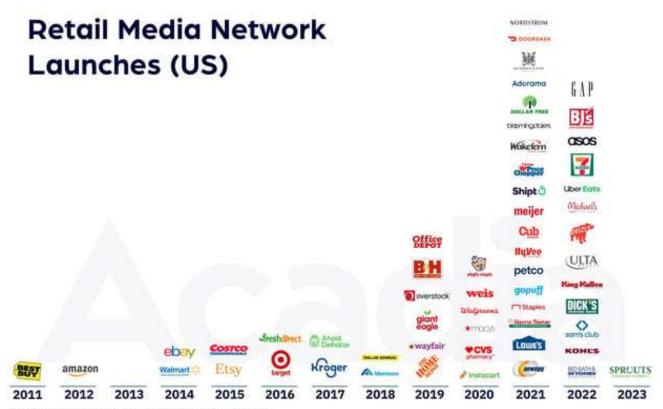


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Retailer defined as US retailers and delivery apps that interface with retailers.

Retail media defined as digital media displayed in-app on on the web.

Launch date defined as the year a retailer made a self-serve capability available to advertisers.

Curation





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Questions



