

# 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?

# Lightning(ish) Round!



# Lightning(ish) Round!



# Lightning(ish) Round!

## Retail Media Network Launches (US)



Retailer defined as US retailers and delivery apps that interface with retailers.  
Retail media defined as digital media displayed in-app on the web.  
Launch date defined as the year a retailer made a self-serve capability available to advertisers.



# Lightning(ish) Round!

## Curation





# Questions



The background is a dark blue gradient. It features a faint, stylized city skyline in the upper right quadrant, with buildings represented by light blue and yellow outlines. Scattered across the entire background are numerous small, glowing dots in shades of yellow and light blue, some of which are connected by thin, wavy lines, suggesting a network or data visualization.

# Thank you

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