

Driving a Transparency Revolution in the Post-Cookie Era

The discussion will begin at 2pm ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we'll do our best to address them during the Q&A session.

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PRESENTER



Molly Schultz

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Driving a transparency revolution in a post-cookie era





Challenges the advertising industry is facing today

Why transparency and validation are so important.



The Cookie Empire is Destroyed



Rapid Growth of New Emerging Digital Environments
(CTV, In-Gaming)

Breaking Out and Grabbing Attention



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