The Forgotten Power of Creative

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# Win hearts and minds

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The Trade Desk's Unified ID Is Gaining Steam. Here's Where Things Stand. Apple May Call Time on IDFA, So What's Next for In-App Advertising?

Walled Garden Walls Will Get Higher Under Google's New Privacy Policies

### Facebook's Zuckerberg Proposes Raising Bar for Section 230

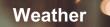
Virginia Passes Data Privacy Law, Reigniting Calls for a Federal Solution Big Tech C.E.O.s Face Lawmakers on Disinformation

Google Just Dropped Another Privacy Bomb on Independent Ad Tech



## Let's not replicate the cookie





Contextual zip code

POS data

Time of day

First party data

## AI Advertising



### **2021 Call for Creative**

Advanced and open technology can play a powerful role in helping brands live their values, while simultaneously inspiring change.

Answer the call: ibm.biz/call4creative