

The Forgotten Power of Creative

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Win hearts and minds

Google to 'phase out' third-party cookies in Chrome, but not for two years

The Trade Desk Could Be The Winner Of Google's Cookieless World

Apple May Call Time on IDFA, So What's Next for In-App Advertising?

The Trade Desk's Unified ID Is Gaining Steam. Here's Where Things Stand.

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



POS data

Weather

Time of day

Contextual zip code

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