



# Modern Marketing & Measurement

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# The world has changed.

Consumers have more choice and control than ever before.

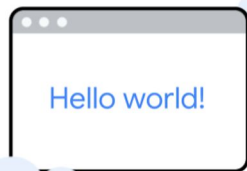
Then ●

Now

30 years ago

**less than 1%**

had internet access

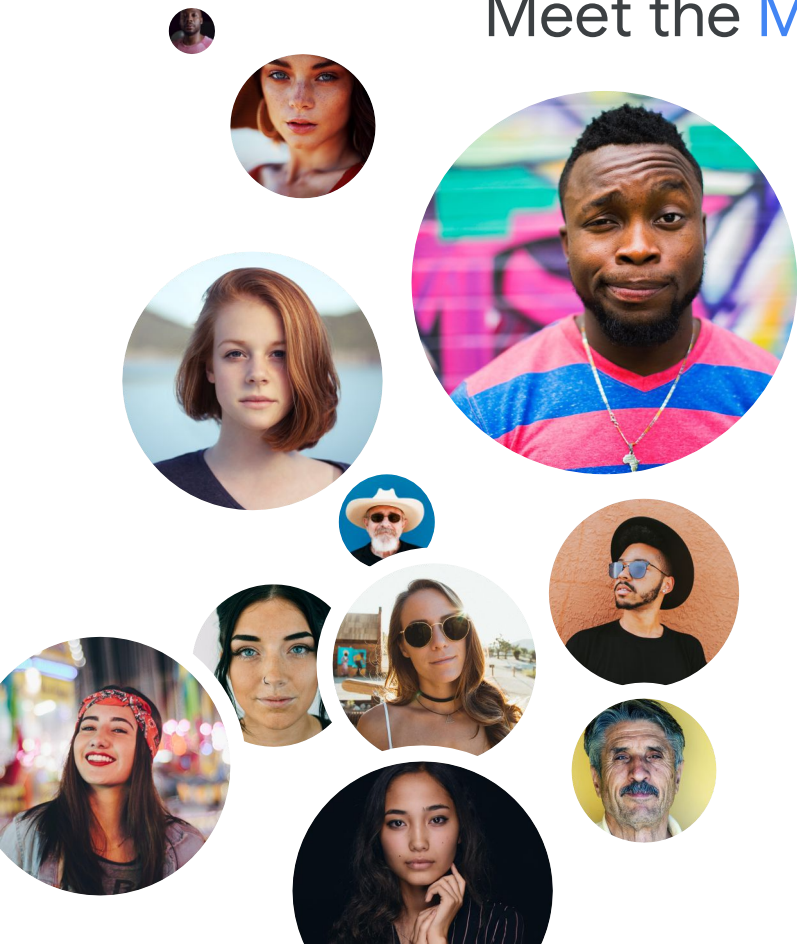


**4.5+ billion**

people are online



# Meet the Modern Day Consumer.

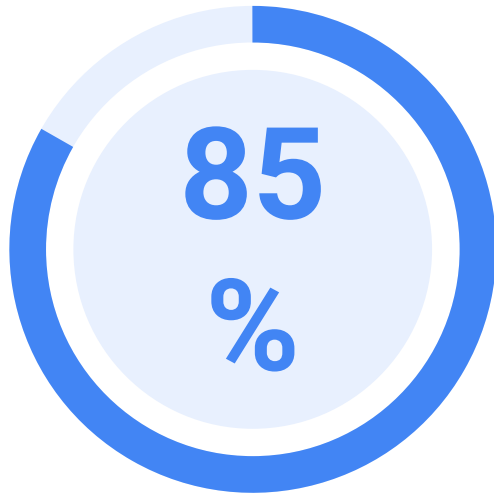


Their world is all-digital, with no divide.

Personalization is a non-negotiable.

Privacy is a basic human right that should be respected.

# 3 Biggest challenges of Digital Media Professionals



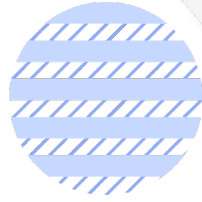
Cookie loss,  
accurate  
measurement,  
cross-device  
attribution



“The job isn't to catch up to the status quo;  
the job is to invent the status quo.”



# Acceleration



# Modern

Relating to the present or recent times as opposed to the remote past.  
“the pace of modern life.”

Then ●

Now

horse & buggy.



smart cars.

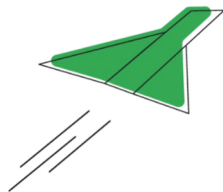
Newspaper



Programmatic

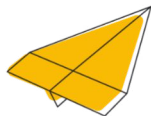


**Modern Marketers** embrace data and technology in order to meet consumer needs and drive impact



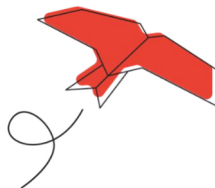
**Nascent**

Simple campaign-based execution



**Emerging**

Some use of owned data in automated bidding and buying



**Connected**

Data integrated and activated across channels

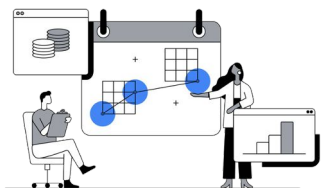


**Modern**

Dynamic customer journeys toward business outcomes

This is where  
disruption and  
opportunity  
converge...

Connect



Innovate



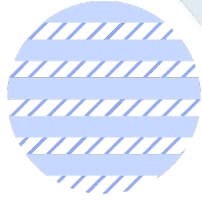
Experiment



*Modern Measurement*

Our belief is that the future of measurement is consented, first party, modeled and augmented by new privacy-safe technologies

# Transformation



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the job is to invent the status quo.”







**Thank You**

