

PegaWorldiNspire

The Future of MadTech is Cookie – Free



Today's Panelists





Tara DeZao Director of Product Marketing, Adtech & Martech, Pega

Moderator

Jacqueline Leng VP Global Client Solutions IPG, DFN Strategy



Neil Hodgetts Commercial Director, Household Enrichment British Telecom



Liz Sleyffers Senior 1:1 Customer Engagement Consultant Pega



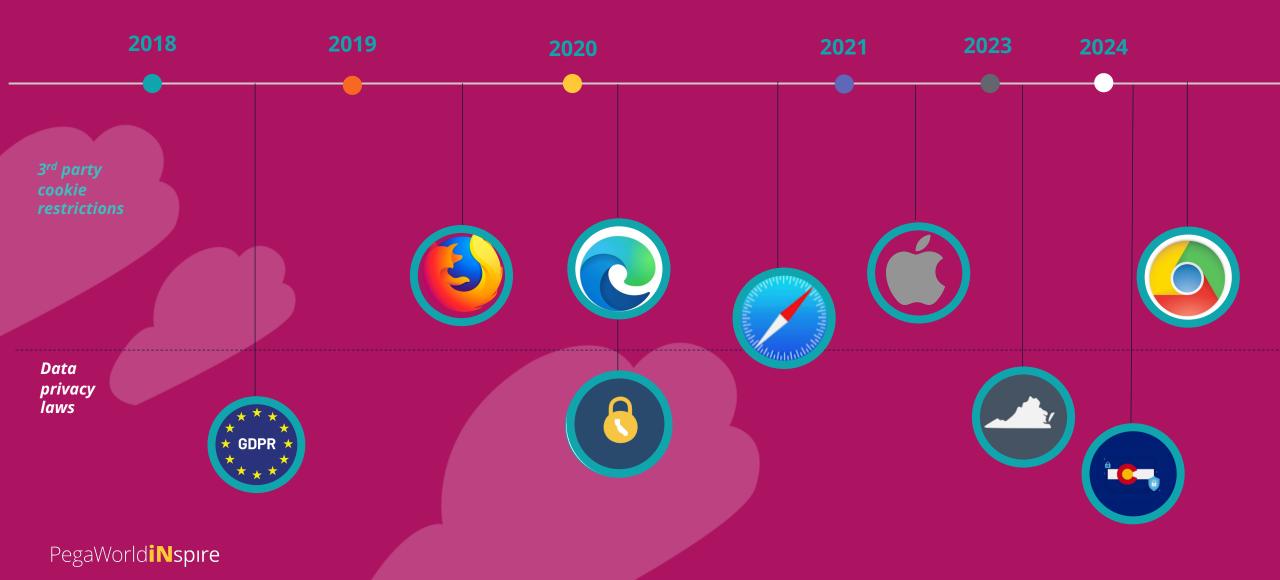
Paul McVicar Data and Decision Science Director British Telecom

How Will Data Deprecation Impact Marketers?

How brands engage with prospects and customers throughout the customer lifecycle



Data Deprecation Timeline



More content on the cookie-free future



