



PegaWorld*iN*spire

The Future of MadTech is Cookie – Free



Today's Panelists



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Moderator



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VP Global Client Solutions
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Neil Hodgetts

Commercial Director,
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Senior 1:1 Customer
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Paul McVicar

Data and Decision
Science Director
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How Will Data Deprecation Impact Marketers?

How brands engage with prospects and customers throughout the customer lifecycle



Data collection



Identity resolution



Ad targeting and
re-targeting



Personalization



Vendor and partner
relationships



Marketing
measurement



Digital media buying and
optimization



Audience insights
development

Data Deprecation Timeline

2018

2019

2020

2021

2023

2024

*3rd party
cookie
restrictions*

*Data
privacy
laws*



**More content on the
cookie-free future**

