

THE FUTURE OF DIGITAL ADVERTISING IN A POST-COOKIE ERA**ROUNDTABLE CHAIRS****Kristina Prokop**

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ROUNDTABLE SUMMARY

As the digital advertising industry undergoes a major transformation with the phasing out of third-party cookies, marketers are faced with unprecedented challenges and opportunities. In this roundtable discussion, we'll highlight what this shift means for marketers and the industry, as well as explore innovative strategies to help navigate the post-cookie landscape.

- Understand the impact of third-party cookie deprecation
- Discuss innovative approaches to reaching and engaging customers
- Uncover real-world success stories utilizing cookieless solutions

ROUNDTABLE KEY TAKEAWAYS

1. Discover common misconceptions around third-party data
2. Discuss the role of first- & third-party data, enrichment, contextual targeting, and AI as alternative solutions to third-party cookies
3. Explore practical cookieless strategies to reach your target audience with precision on digital channels.

