

ID RESOLUTION

Accelerating Consumer Audience Insight, Creation & Execution

Roundtable Summary

Dominating the digital marketing landscape are the drastic changes that the demise of 3rd party cookies will, and are bringing. One tactic to offset these changes is for brands to build direct relationships with their consumers, and in doing so create durable identifiers of them. This will ensure that brands are still able to target their consumers through digital marketing channels.

However, with so many different channels and partners, each with their own durable identifiers, brands risk losing the ability to create a holistic view of a consumer, and with that a complete view of how a consumer interacts across these.

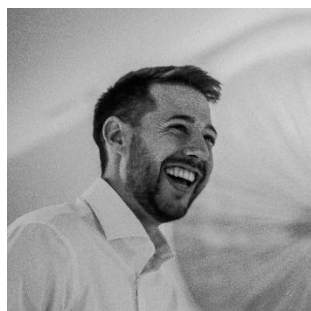
In this session, we will share and discuss perspectives around the following topics:

- Probabilistic vs Deterministic identity resolution
- How identity resolution can help respect consumers' privacy and consent
- Challenges with clean rooms
- Driving transformational change in large-scale matrix organisations

Roundtable Chairs



Jo Louter
Senior Global
Consumer Data &
Analytics Lead
Unilever, UK



Michael Brooks
Marketing & Audiences
Manager
Unilever, UK

Jo is a proven data leader with over 18 years' experience in data marketing and analysis, marketing technology and driving transformational change. She is currently accountable for the management, insight creation, and leveraging of Unilever's consumer data.

Michael is a data driven marketing professional, with over 15 years' experience in digital and data marketing, web analytics, media technology and digital transformation. He is currently leading the thinking for Unilever's Digital Marketing and Media Commerce Hubs on their consumer data and audience strategies, data driven marketing operations, and performance marketing data capabilities.