



SHAPE THE FUTURE OF MODERN MARKETING

REARCHITECTING MARTECH WITH BLOCKCHAIN

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IN PARTNERSHIP WITH





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REARCHITECTING MARTECH WITH BLOCKCHAIN





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PRIVACY-COMPLIANT MARKETPLACES: FUTURE OF DATA-DRIVEN MARKETING

digital engagement systems will
be removed of all **3P cookies and
identifiers** by end of 2021





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PRIVACY-COMPLIANT MARKETPLACES: FUTURE OF DATA-DRIVEN MARKETING



brands and publishers will struggle
to **discover** their consumers and
engage with them online

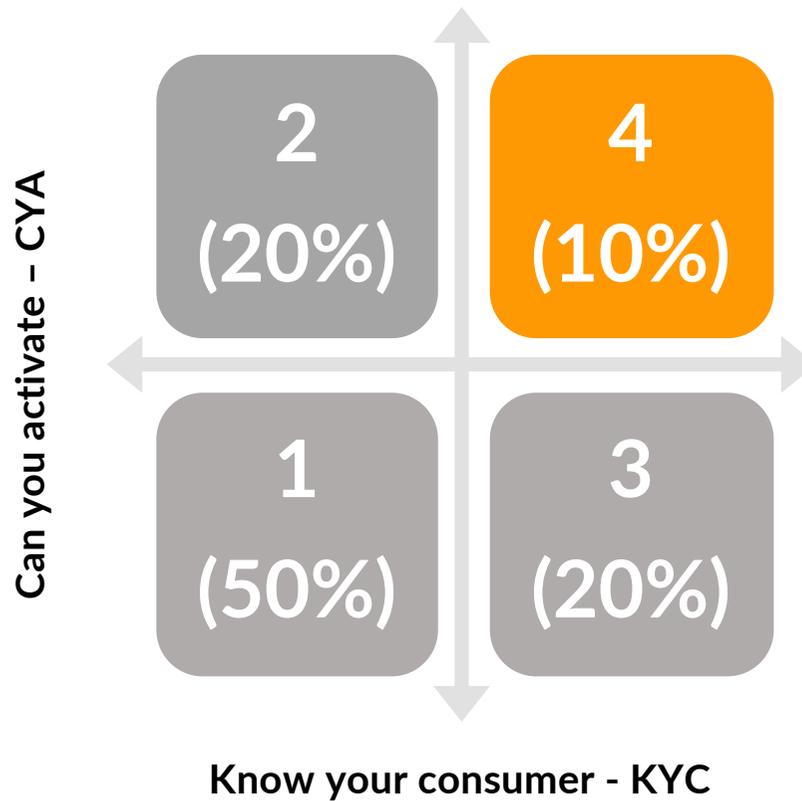




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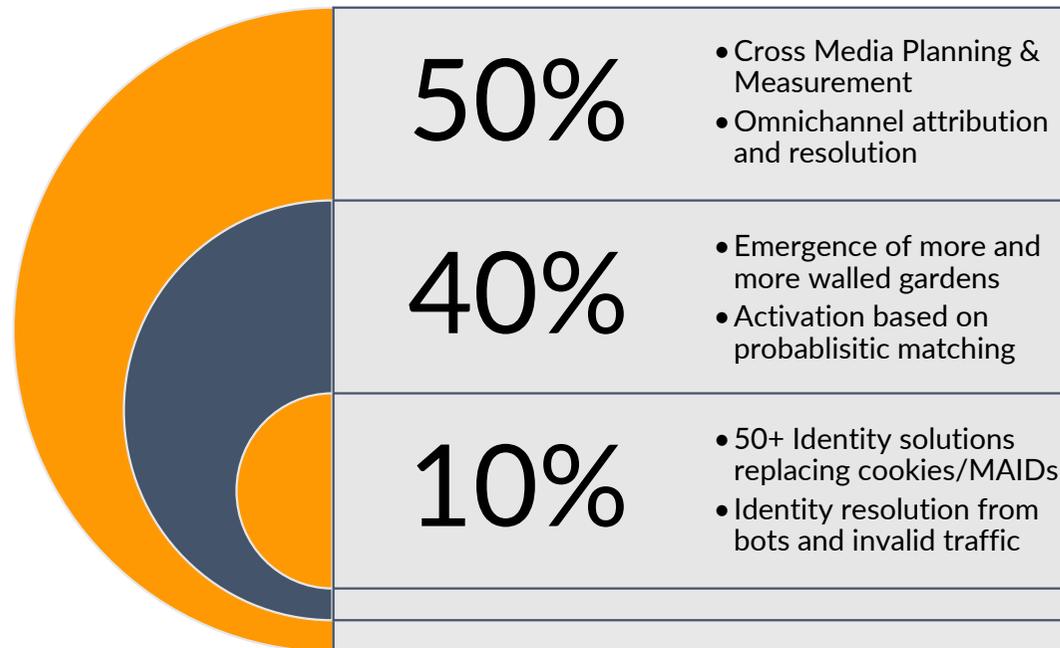




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any cookie replacing technology
must now carry **8 unique**
responsibilities and liabilities



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PRIVACY-COMPLIANT MARKETPLACES: FUTURE OF DATA-DRIVEN MARKETING

- Encryption and salting
- Decentralized design
- Capture and convey consumer preferences across supply chain
- Transparency and consent portal
- Independent third party
- Non-biased
- Auditable
- Ability to detect fraud



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PRIVACY-COMPLIANT MARKETPLACES: FUTURE OF DATA-DRIVEN MARKETING

auditable, unbiased and
decentralized with consistent
taxonomy, encryption and salting

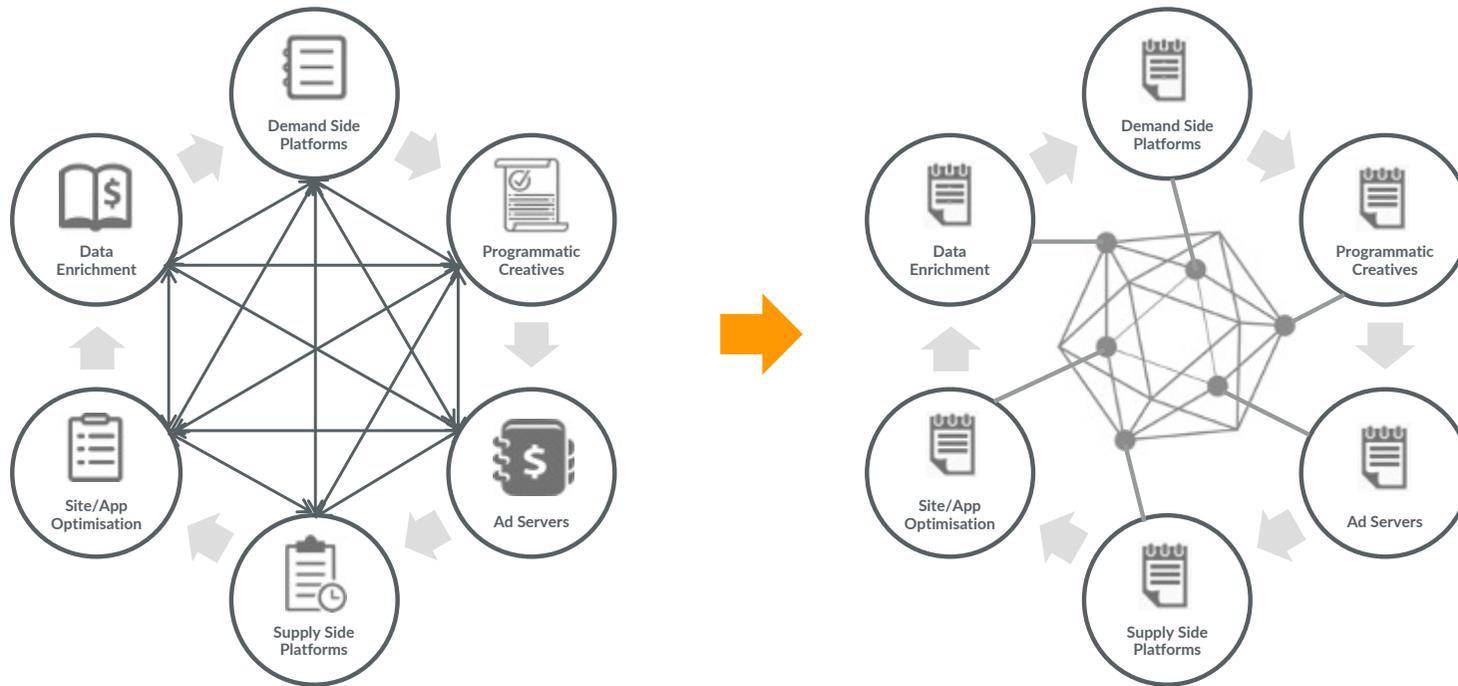




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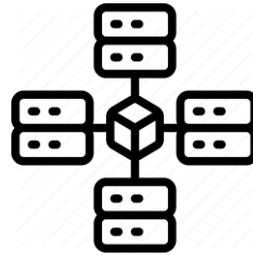
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differential privacy

+



federated learning



distributed ledger

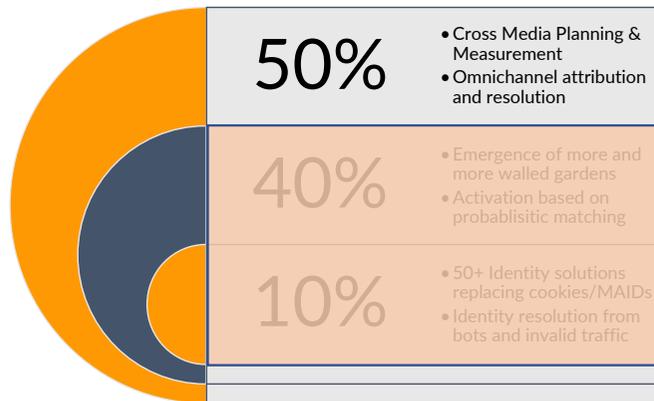




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cross media measurement – use case

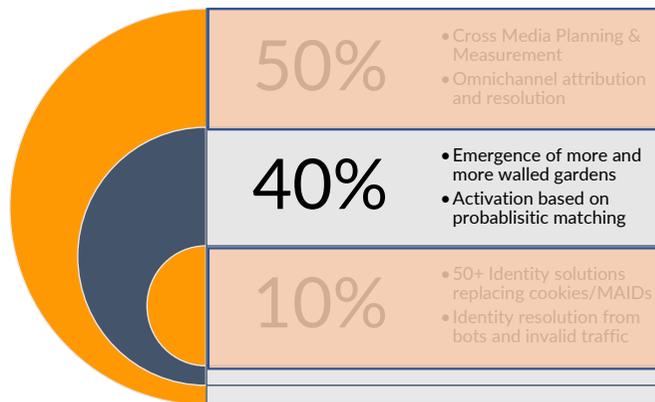




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marketplace activation – use case



Sports Fan
Marketplace

Beauty
Marketplace

Publisher
Consortiums

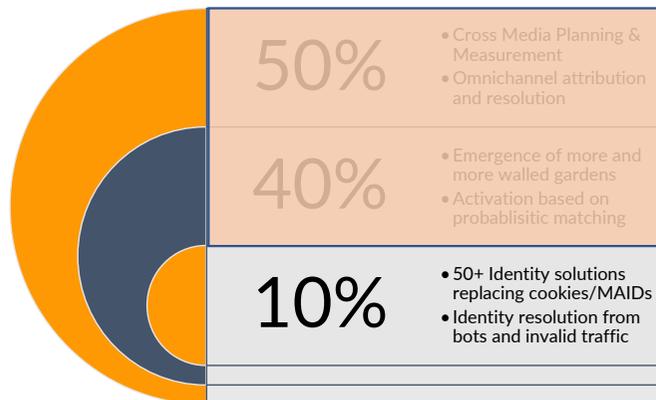


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identity management – use case



- Provenance of Impressions
- Provenance of Identities
- Invalid Traffic Consensus
- In-flight Campaign Reconciliation
- Settlement & Payments



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PRIVACY-COMPLIANT MARKETPLACES: FUTURE OF DATA-DRIVEN MARKETING



Marketer

New PII
Provenance of
Impressions, Identities &
Attribution

Industry

New Collaboration
Safe, secure & compliant
server to server sharing of
data





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**PRIVACY-COMPLIANT MARKETPLACES:
FUTURE OF DATA-DRIVEN MARKETING**

MMA Aqilliz india partnership program

**Empowering the industry with an universal invalid traffic
identification and filtering**

Inviting founder members to join this initiative

New Privacy Framework & Playbook

8 Qualifications and readiness

Step by step guide to becoming privacy compliant



THANK YOU

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