IBM **Watson Advertising**

MMA

Taking Your Mood By Storm – How Weather Drives Consumer Behavior

Today's Speakers

Leo Scullin
VP of Industry Programs
MMA Global

Paul Walsh
Global Director, Consumer Weather Strategy
IBM Watson Advertising

Philip Kinzler
Product Marketing Leader
IBM Watson Advertising

MMA is the Global Industry Association for Marketing

Started in 2003; turned around in 2013

Operations in 15 countries

Marketer led; plus media sellers, tech and agencies

55+ team worldwide

25+ conferences in 15 countries

EMEA
- France
- Germany
- Middle East
- South Africa
- Spain
- Turkey
- United Kingdom

HQ

CHRIS BABAYODE
chris@mmaglobal.com
EMEA

LATAM
- Mexico
- Brazil
- Colombia
- Argentina

APAC
- China
- Vietnam
- India

FABIANO LOBO
fabiano.lobo@mmaglobal.com
LATAM

ROHIT DADWAL
rohit.dadwal@mmaglobal.com
APAC

MMA

Who & What is the MMA All About

WHO
The People We Serve

Primary Audience

Pioneering Chief Marketers

Bank of America · McDonald's · Walmart · Subway · Mastercard · dunkin' brands · JPMorganChase · CVS Health · GM · Marriott · AT&T · Hilton · Unilever · Target · pepsi

WHAT
Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices

WHY
Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.

MMA

MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

Who is MMA - Our Tone and Tenor...

MMA is here to raise the <u>stature and gravitas</u> of marketers and marketing.

To do that, we are dedicated to addressing the industry's most difficult challenges and/or misunderstandings. We often go after what others can't do, or won't consider. We are courageous in those pursuits.

In this journey, science and data fuels how we do it and gives us unique clarity about how marketing works in the *modern age*.

Our *superpower* is MMAs whole ecosystem membership working together.

> Net, no one knows about the science of how modern marketing should be conducted, than more than the MMA

MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

MMA Key Programs	Description
Key Think Tanks	
1 **Marketer Organization Think Tank (MOSTT)**	▪ Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR
2 **Marketing Attribution Think Tank (MATT)**	▪ Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
3 **Data in Marketing Think Tank (DATT)**	▪ Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development
Funded Research	
4 **Brand as Performance (BaP) ***	▪ Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. ($850k)
5 **First-Second Strategy (Cognition 2 study)**	▪ Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
6 **SMOX (Modern Marketing Mix)**	▪ Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.
7 **Location Privacy Alliance (LPA) ***	▪ Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
Key Member Councils	
8 **Mobile Fraud Tool & Council ***	▪ Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.
9 **Brand Safety Council (SAVE)**	▪ Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
10 **RCS/SMS/OTT Messaging**	▪ Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.
11 **MMA Events**	▪ 35+ event across 16 countries globally, from 350 to 2,000 attendees.
12 **MMA Smarties**	▪ Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index

* Obligations to sponsors

MMA COVID-19 Marketer Support Hub
#WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

1 An aggregation of critical information on Covid-19's impact around the world

2 Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses

3 Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions

4 Some light moments with staff picks on the humorous videos and memes circulating

We'd love to include your content.
If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,

Please visit https://www.mmaglobal.com/marketersupporthub/weareinittogether

MMA | IMPACT | VIRTUAL
THE FUTURE OF MODERN MARKETING
MAY 18-19, 2020

MMA IMPACT 2020: Building Capabilities for the Modern Marketer

MMA IMPACT 2020 is designed to help brand marketers enhance and build their internal marketing capabilities. In fact, last year, more than half of MMA member companies in attendance registered multiple marketing team members to leverage the opportunity of this accelerated learning over two rich days of content.

PAST ATTENDEES INCLUDE

1-800 flowers.com	AMERICAN EXPRESS OPEN	Anthem	AT&T	BARCLAYS	BMW	BOOKING HOLDINGS	CALVIN KLEIN	Campbell's	CHOICE HOTELS	citi
COTY BEAUTY LIBERATED	Cuisinart	CVSHealth	DISCOVER	Edgewell	ESTÉE LAUDER COMPANIES	flatiron	GM	gsk	HARRY'S	intuit
Johnson&Johnson	lyft	Marriott INTERNATIONAL	mastercard	McAfee	MillerCoors	MONSTER	Nutrisystem	PEPSICO	Pfizer	Prudential
SAMSUNG	SANOFI	SONY	Southwest	T··Mobile·	Coca-Cola	Unilever	UNIVERSAL	UNITED STATES POSTAL SERVICE	verizon	waze

Vivian Chang
VP Growth, Nutranext DTC, part of The Clorox Company

Babak Farrokh-Siar
Vice President, Head of National Business Development, Acorns

Ingrid Cordy
Vice President, Global E-Commerce & Customer Experience, e.l.f. Cosmetics

9

MMA | MATT | DATT
UNPLUGGED VIRTUAL
JUNE 9, 2020   JUNE 10, 2020

MMA Unplugged Virtual Events offer marketers a deep dive into some of their most pressing challenges and opportunities. Topics are often aligned closely to industry-wide initiatives being led collaboratively by the MMA and our marketer members.

MATT UNPLUGGED
FUTURE OF ATTRIBUTION

📅 JUNE 9, 2020 | VIRTUAL

Register for MATT Unplugged Virtual

MATT Unplugged brings together marketers, measurement and attribution experts to discuss the how the latest measurement methodologies need to align more closely to marketer objectives as well as explore the challenges and obstacles marketers face around Multi-Touch Attribution.

Tina Tonielli
Americas Lead, Consumer and Business Insights and Analytics, GSK

Marc Vermut
Vice President, Marketing Solutions, Neustar

Lindsay Chastain
Senior Director, Global Digital Marketing, Ancestry

NEW!
DATT UNPLUGGED
DATA IN MARKETING THINK TANK

📅 JUNE 10, 2020 | VIRTUAL

Register for DATT Unplugged Virtual

In the age of 1st party, 3rd party, and more recently 2nd party data, complexity proliferates of how marketers use data effectively. Not to mention, with constant developments in nearly every aspect of the ecosystem, from regulatory activities to OS systems to browsers/cookie usage, combined with many marketer moves to data-driven businesses like DTC and we have a recipe for chaos. DATT Unplugged will bring together privacy experts, brand marketers and data junkies to unravel this complicated quagmire.
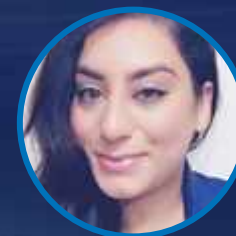
Sarah Din
Director of Product Marketing, Survey Monkey

Ian Mundorff
Global Head Of Media, HP

Asking Questions, Sharing Insights

**#MMA
#WeAreInItTogether
#ShapeTheFuture**

Taking Your Mood By Storm:
How Weather Drives Consumer Behavior

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Phil Kinzler

Product Marketing Lead, Data Solutions
IBM Watson Advertising

Paul Walsh

Global Director, Consumer Weather Strategy
IBM Services

IBM

@ us

@PhilKinzler
@PaulEWalsh

@WatsonAds

#PutWeatherToWork

Today's Agenda

I.   **Introduction**
  • Who We Are

I.   **COVID-19 vs the Weather**
  • COVID-19 and Forecasting
  • COVID-19 and Consumer Behavior
  • Planning for The Unknown

II. **Behind the World's Most Accurate Forecast**
  • How We Do It
  • Application of Data Science and AI
  • IBM GRAF

III. **Why Weather Matters**
  • Weather and the Economy
  • Weather and Emotion
  • Weather and Decisions

IV. **Weather, Climate, and Consumers**
  • Climate vs Weather
  • Impacts on Forecasting
  • Effects to Consumer Behavior

V.   **Making Weather Actionable**
  • What is a Weather Strategy
  • Building Your Own Weather Strategy

VI. **Marketing In An Uncertain Future**
  • Adjusting to New Industry Standards
  • Context is the New King
  • Weather as Context
  • Practical Applications

VII. **Case Studies**
  • QSR
  • Automotive
  • Cold & Flu
  • The Weather Channel

VIII. **Close and Questions**

Who We Are | Phil Kinzler

Phil Kinzler is a Product Marketing Lead for IBM Watson Advertising, and is focused on building awareness and consideration, as well as driving revenue, for data products & solutions, including IBM WEATHERfx, the flagship weather triggering product powered by the world's most accurate weather, IBM's industry-leading AI, and best-in-class data science. Phil is based in Atlanta, GA.

Phil has been working on cutting-edge digital marketing & advertising for more than 20 years. Prior to joining IBM, he has experience with world-renowned brands and publishers, including CNN, Porsche Cars North America, The Weather Channel, Newell Brands, and Cox Media Group, leading award-winning content, marketing, advertising, social media, and digital transformation projects.

Phil received a bachelor's degree from James Madison University in Harrisonburg, VA.

Twitter: @PhilKinzler
LinkedIn: linkedin.com/in/pkinzler

https://www.forecastwatch.com/static/Three_Region_Accuracy_Overview_2010-2017.pdf

Who We Are | Paul Walsh

As Global Director, Consumer Weather Strategy for IBM Services, Paul helps large consumer businesses reimagine how they systemically leverage weather and environmental data in both supply and demand chain systems — creating integrated enterprise processes that are more responsive & more resilient in the face of increasingly impactful weather conditions.

A leading international expert on the impact of weather on consumers and business, Paul's observations have been regularly featured in the US on The Weather Channel and CNBC, and he's been quoted in many global media outlets including The Wall Street Journal, Barron's, and The New York Times. Before joining IBM and The Weather Company, Paul served as Senior Vice President, Business Development at Atmospheric and Environmental Research (a Verisk Analytics company), Chief Strategy Officer at Storm Exchange, Inc., & Senior Vice President, Client Services/Analytics at Planalytics, Inc.

Prior to 1997 as a meteorologist in the United States Air Force, Paul provided weather-based intelligence support to war fighters and mission planners & served as the Chief of Weather Operations for the US Army's elite 101st Airborne Division during Operation Desert Storm.

Twitter: @PaulEWalsh
LinkedIn: linkedin.com/in/paulewalsh

COVID – 19 vs the Weather

Using Weather as Your Guide
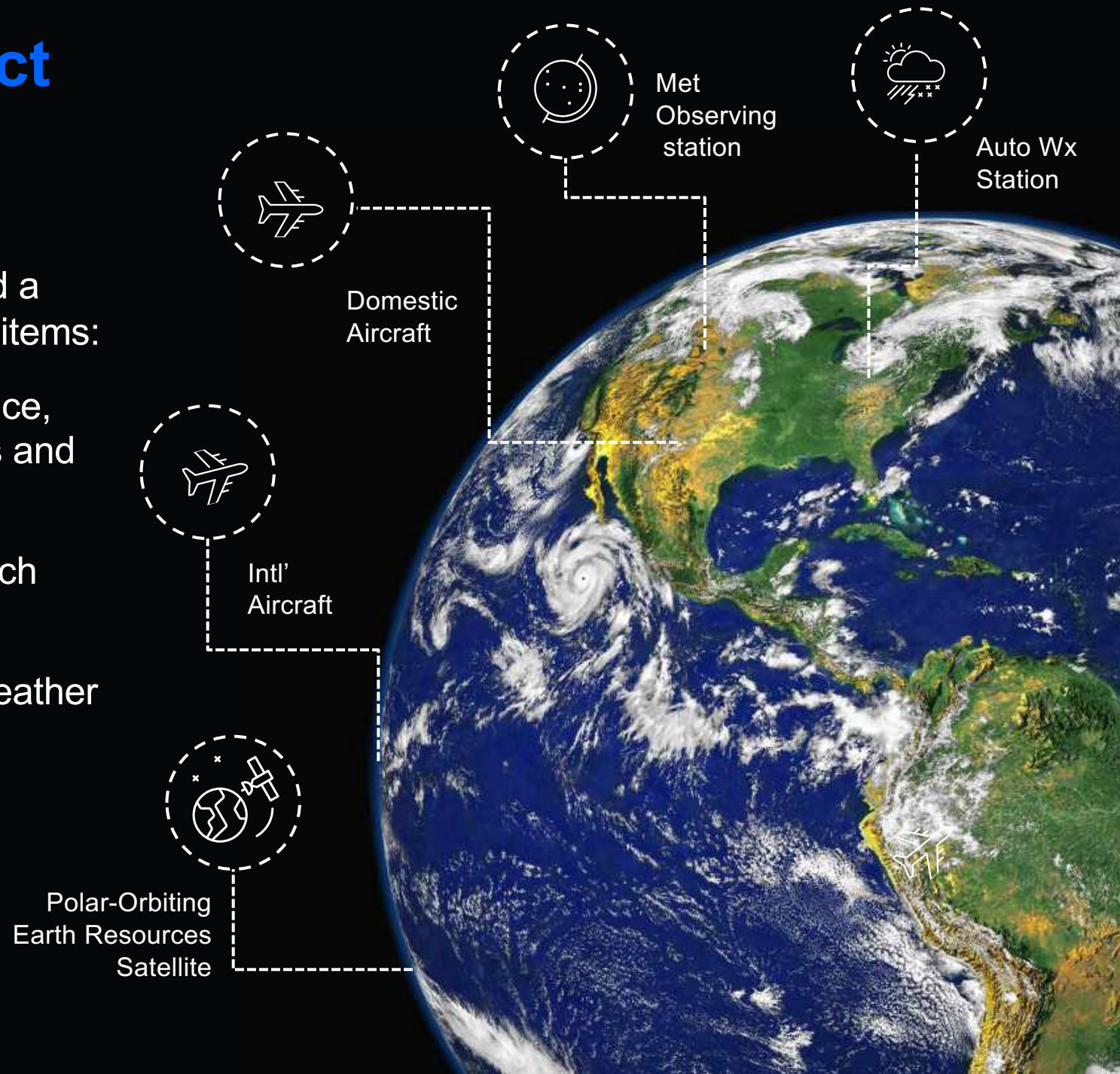
COVID-19 AND Consumer Behavior

The pandemic is like a hurricane slowly spinning offshore

Norms have been disrupted, and will likely continue to be for sometime.

Anxiety About Food And Necessities

Comfort Reigns!

Lawn and Garden Patterns Are Bucking Expectations

How Do You Prepare For What's Next?

Will warmer weather have an impact on the pandemic?

So far, that's undetermined – and complicated.

- COVID-19 is part of a family that cannot take the heat or high humidity

- Lower levels of herd immunity, lack of vaccines, and reduced social distancing can impact transmission regardless of weather
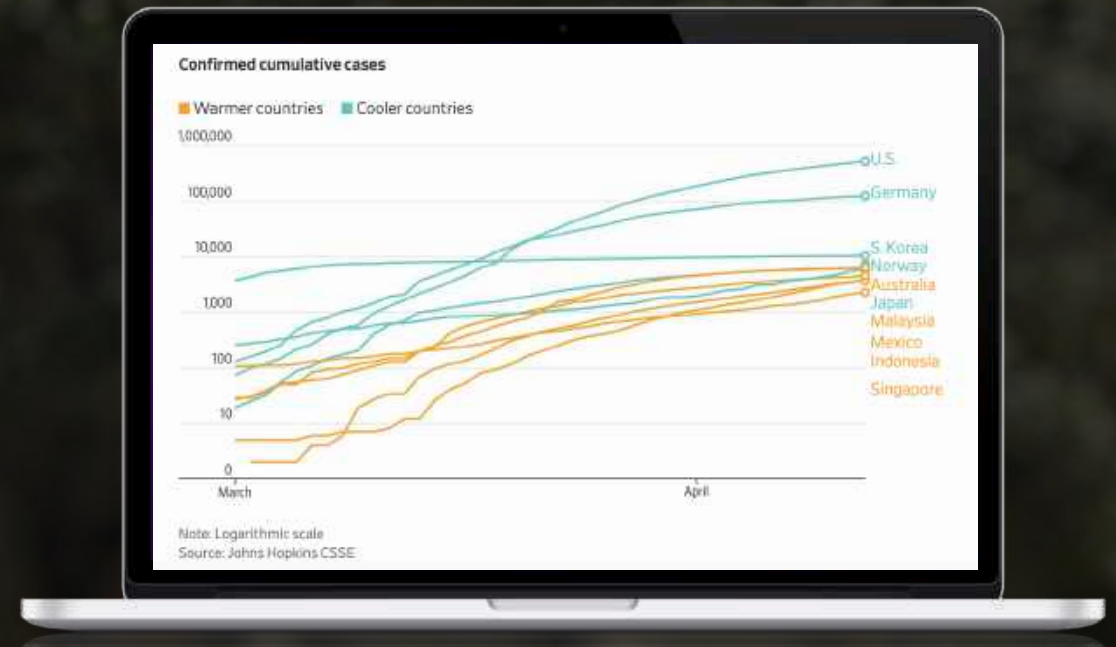
Confirmed cumulative cases
■ Warmer countries ■ Cooler countries
1,000,000
100,000
10,000
1,000
100
10
0
March   April
U.S
Germany
S. Korea
Norway
Australia
Japan
Malaysia
Mexico
Indonesia
Singapore
Note: Logarithmic scale
Source: Johns Hopkins CSSE

Let the Weather Be Your Guide

Anticipate the impact of climate and weather

Review historical conditions against stock and sales

Optimize digital storefronts nationally, regionally, & locally

Work with the experts

IBM Resources

IBM has launched an informational hub to help provide trusted information around coronavirus (COVID-19) in the United States, and soon worldwide. This includes the latest news and a map that tracks reported cases of the virus down to the county level in the United States.

IBM has also developed an AI-powered chatbot to address consumers' questions and concerns about COVID-19 quickly and accurately. Powered by IBM Watson, the chatbot provides access to reliable content from the Centers for Disease Control & Prevention (CDC) and World Health Organization (WHO).

You can find the hub at weather.com/coronavirus, as well as on The Weather Channel app.
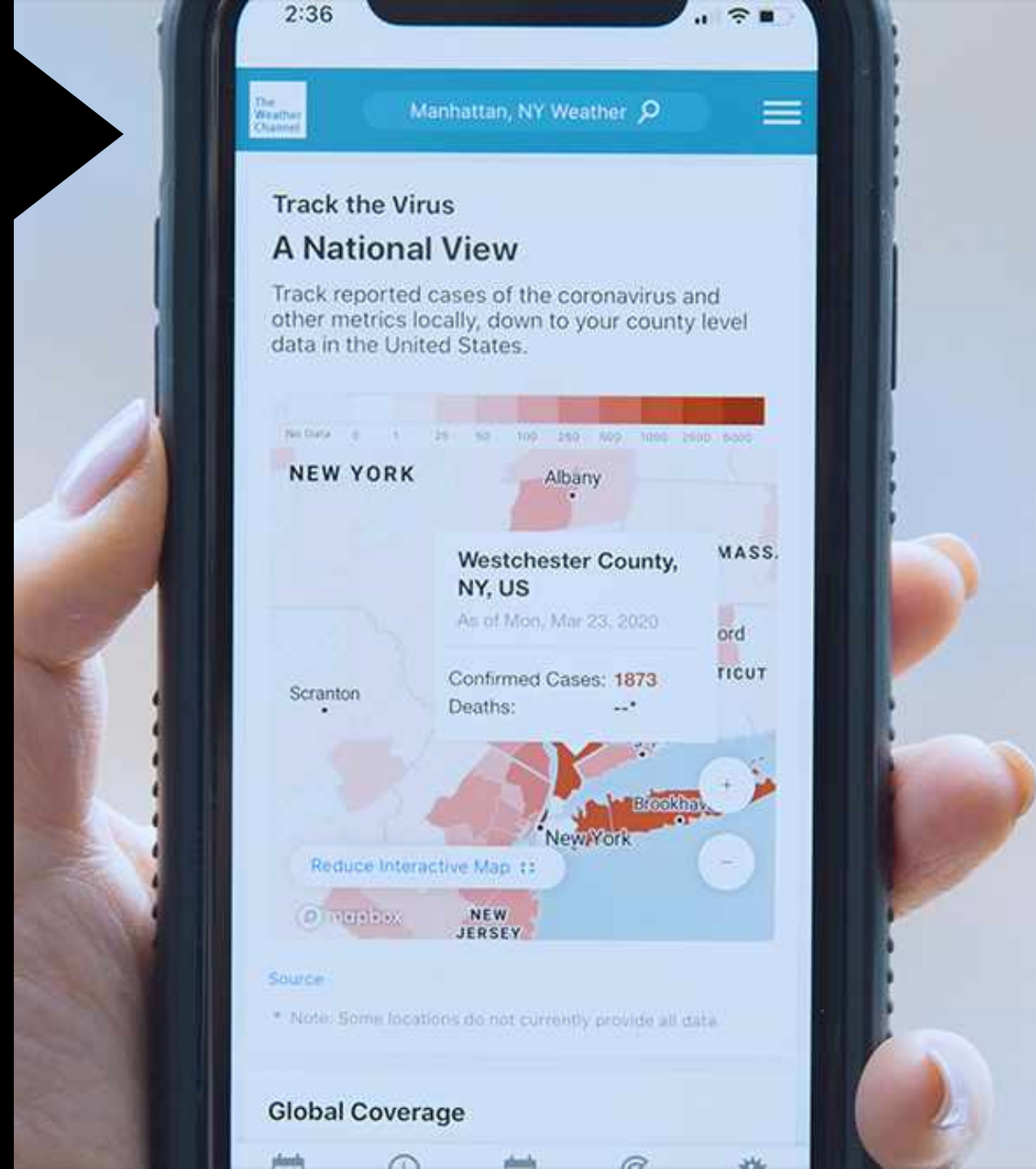
IBM Resources

IBM and Watson Advertising are offering free online programs to help you explore new ideas, topics, learning experiences, and professional development opportunities.

Teacher Advisor with Watson (K-8)
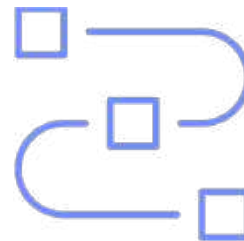
Open P-TECH (9-14)

Institute for Brand Marketing

Behind the World's Most Accurate Forecast …

1. https://www.forecastwatch.com/wp-content/uploads/Three_Region_Overview_2010_201606.pdf

Hands-down Best Forecast Provider

2.2 Billion
forecast locations, across the globe updated every 15 mins

50 Billion
requests for weather information are fulfilled each day

400 Terabytes
of data processing daily associated with weather

3500+ Businesses
around the globe rely on TWC/IBM weather data

Science and
Forecast Operations

Vision
Create the world's most accurate and relevant weather content to ignite business opportunity

Mission
Conduct world-class research, develop state-of-the-art technology and provide best-in-class meteorological support

Science and Forecast Operations

Global Forecasting Sciences
Applied weather research and systems development

Weather Solutions
Software and system design, development and maintenance

Global Forecasting Operations
Meteorological consultation and support for critical decision-makers

Forecast Portfolio

TIME PERIOD	PAST WEATHER AND FORECASTS	CURRENT WEATHER CONDITIONS	SHORT TERM FORECAST *(<1 DAY)*	MEDIUM TERM FORECAST *(1–15 DAYS)*	LONG RANGE FORECASTS *15–120 DAYS)*
CORE PRODUCT	HISTORY ON DEMAND (HOD)	CURRENTS ON DEMAND (COD)	FORECAST ON DEMAND (FOD) *PROBABILITY FORECASTING PLATFORM* (PFP)		SEASONAL *(ON DEMAND)*
KEY TECHNOLOGIES	• GLOBAL MODEL REANALYSES • TWC ARCHIVES	• IBM GRAF • RADARS • SATELLITES • WX STATIONS • IOT	• RPM/GRAF MODEL • RADAR ADVECTION • ML ALGORITHMS • FORECASTERS	• ML APPLIED TO NWP MODELS • FORECASTERS • AVIATION FORECASTING SYSTEM	• SPECIALIZED ML – ALGORITHMS • FORECASTERS

Introducing IBM Global High-Resolution Atmospheric Forecasting System (IBM GRAF)
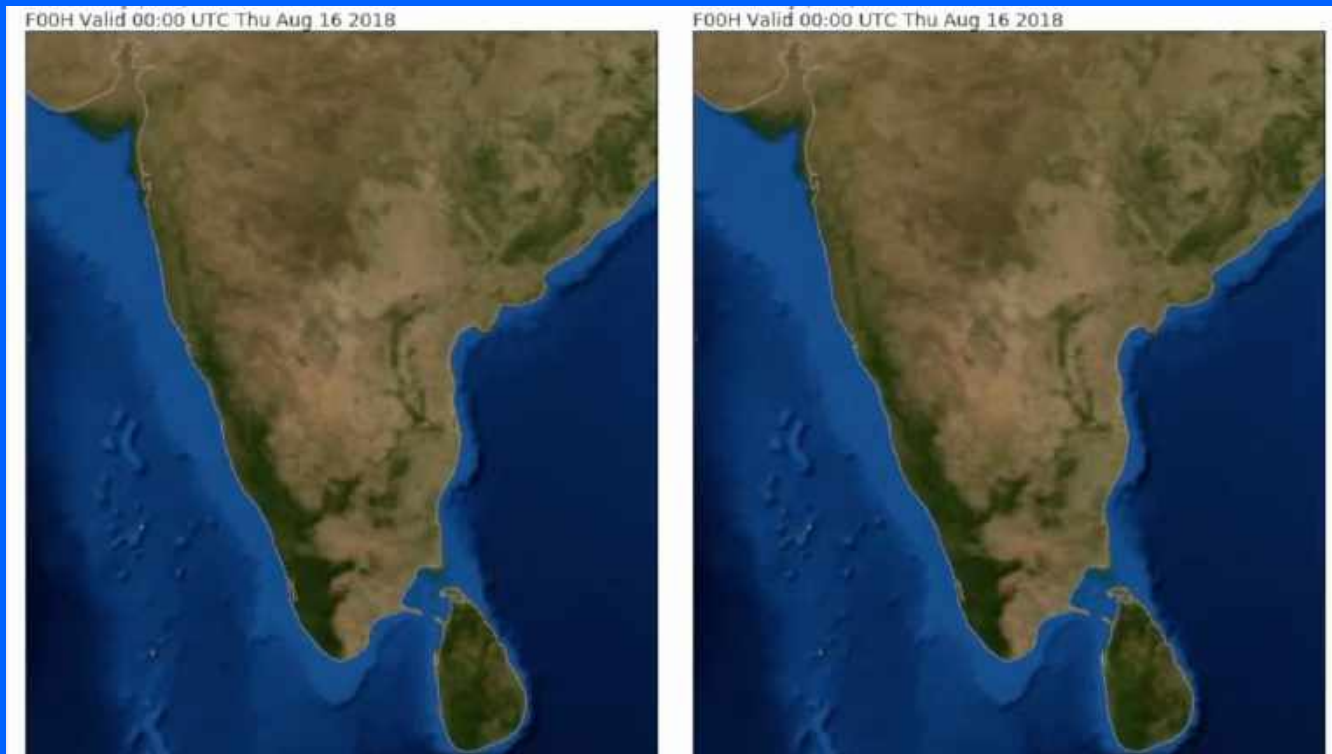
Current best model   **IBM GRAF**

High-precision, rapidly updating **global weather model**

Provides improved **global mapping** of atmosphere

Enables **better data and observations**

First-ever operational global weather model to run on **GPU-accelerated servers**

Brings **forecast fidelity** once limited to a handful of countries to the rest of the world

We Are Forecasting A Very Active Tropical Severe Season

Why Does Weather Matter?

Weather Can Affect Business, Because Weather Affects Consumers
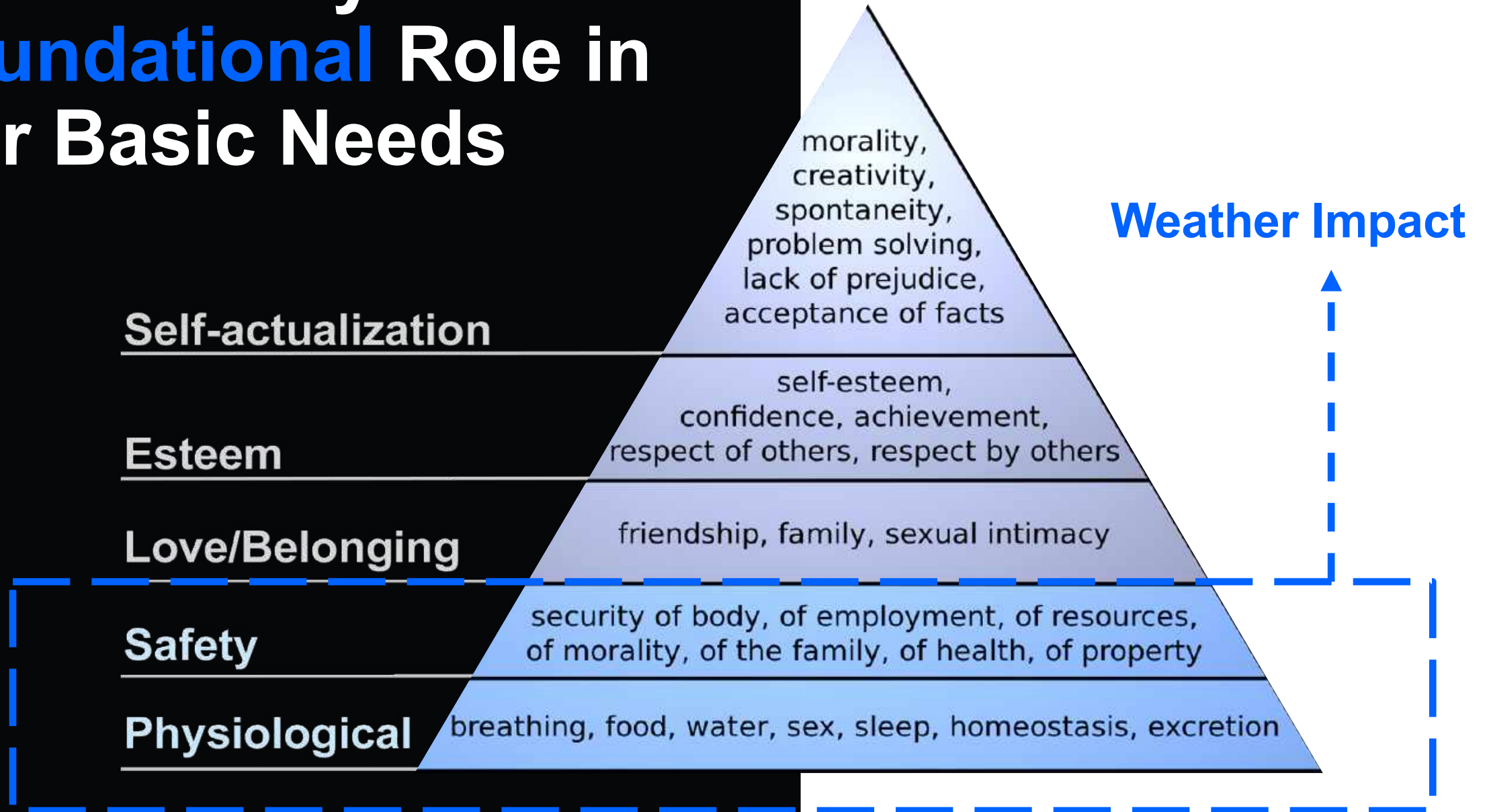
Weather accounts for nearly half a trillion dollars in economic impact in the US alone each year.

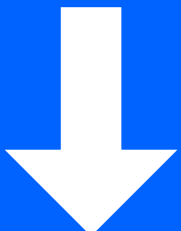Source: *https://www.bluewolf.com/bluewolf-now/future-retail-weather-insights-qa-ibms-paul-walsh*

Weather & The Economy

By integrating weather insights across supply chain and engagement, companies can generate a

2-5% increase in revenue

decrease costs by **as much as 2%**

Weather & The Economy

In snowy areas, forecasts drive spikes in sales of groceries, shovels, sand, salt & cold-weather gear

Those same weather events can hamper retail sales as shoppers stay inside

Weather Can Influence Emotion, Motivation, and Behavior.

Because of this, we can anticipate and influence mindset.

Weather can influence our **motivation**

SEEK STABILITY	SELF FOCUSED	SEEK CHANGE	OTHERS-FOCUSED

Weather can influence our **behavior**

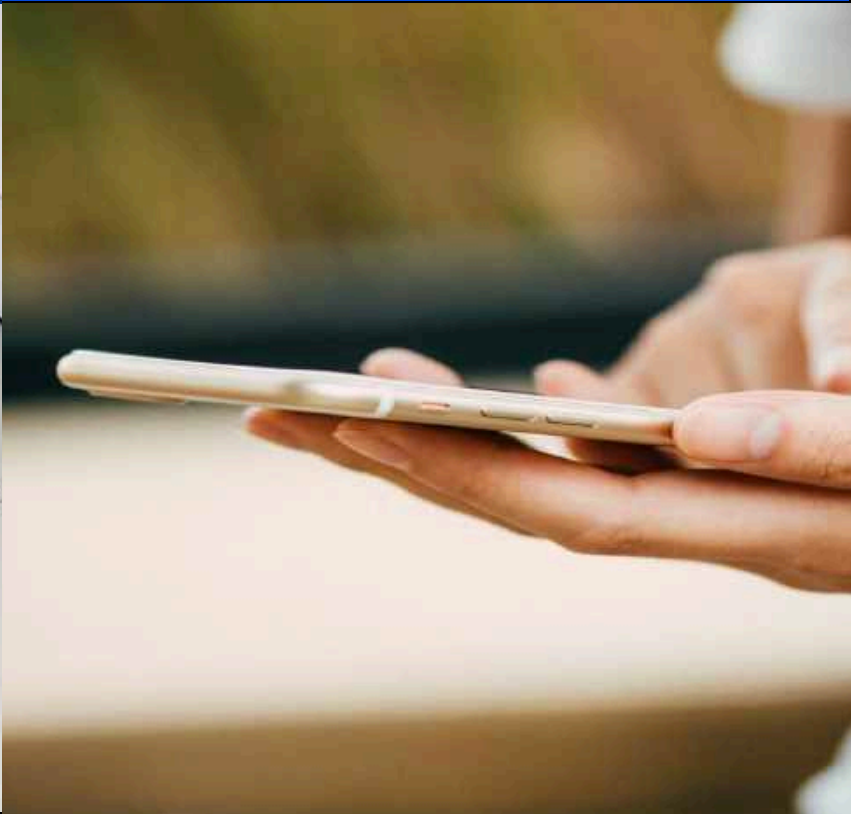| WHAT TO WEAR	HOW TO CARE FOR HOME	HOW TO BEST CARE FOR PETS	WHEN TO GROCERY SHOP
"It's January in Miami and the weather hit 55 today. I really need a fleece!" F35-44	"Saturday looks to be a washout, so I will do my yard work Sunday instead." M25-34	"I have a dog and I plan dog walks around best weather for the day." (F45-54)	"When can I go to the grocery store at a time that others WON'T be there?" F55-64

Weather – and The Weather Channel – is essential as consumers create new planning routines in quarantine

DAILY ROUTINE	WEEK AHEAD MOMENT	WEEKEND MOMENT
Consumers' start and end their day with weather, beginning the day slightly later and signing-off a bit earlier.	Sunday evening & Monday continue to be for getting organized for the week ahead.	Weekends are all about being in the moment and taking action.

Mother Nature isn't quarantined.

The entire customer journey can shift with a simple change in the weather.
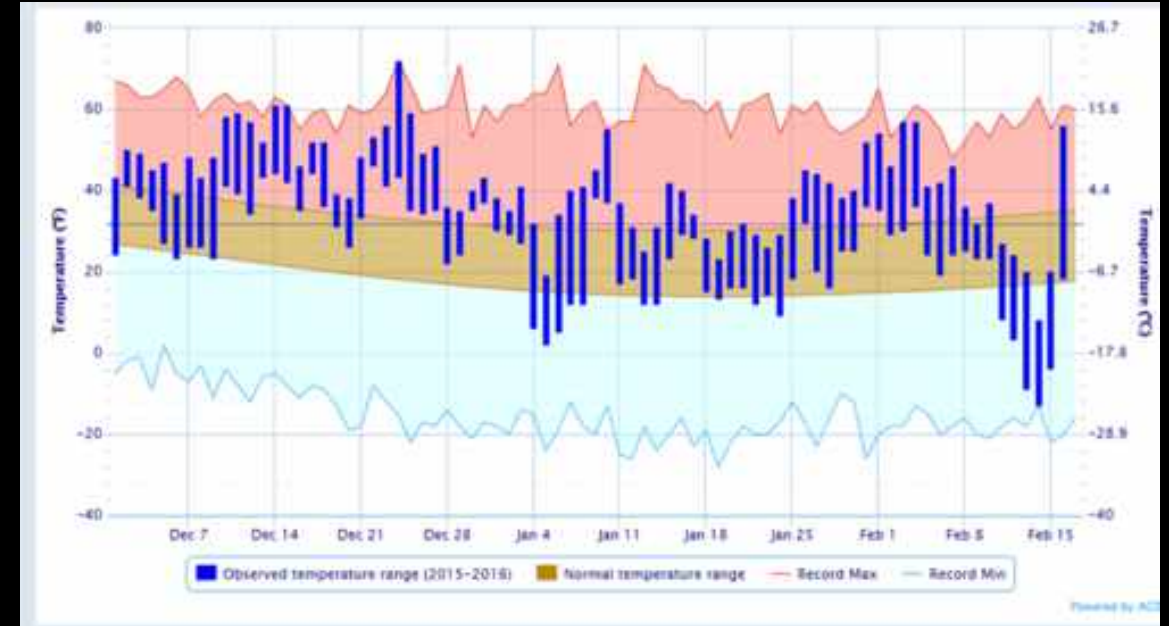
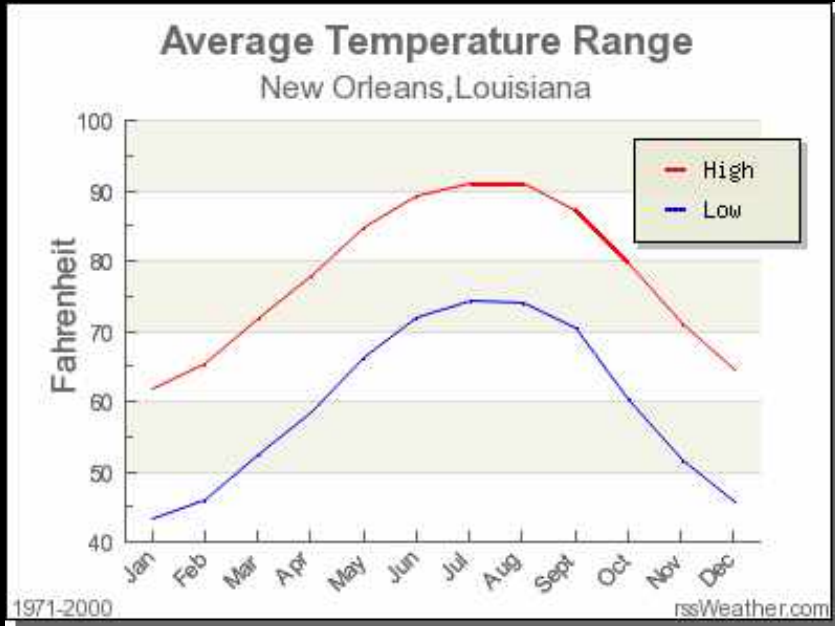# Climate, Weather, and Consumers

CLIMATE IS
Buying snow shovels, sleds, boots,
and coats because it's **winter**

WEATHER IS
Buying snow shovels, sleds, boots, and coats because it's **snowing**

Weather vs. Climate

Weather
- Changes quickly
- Consumers react

Climate
- Seasons
- "Normal"
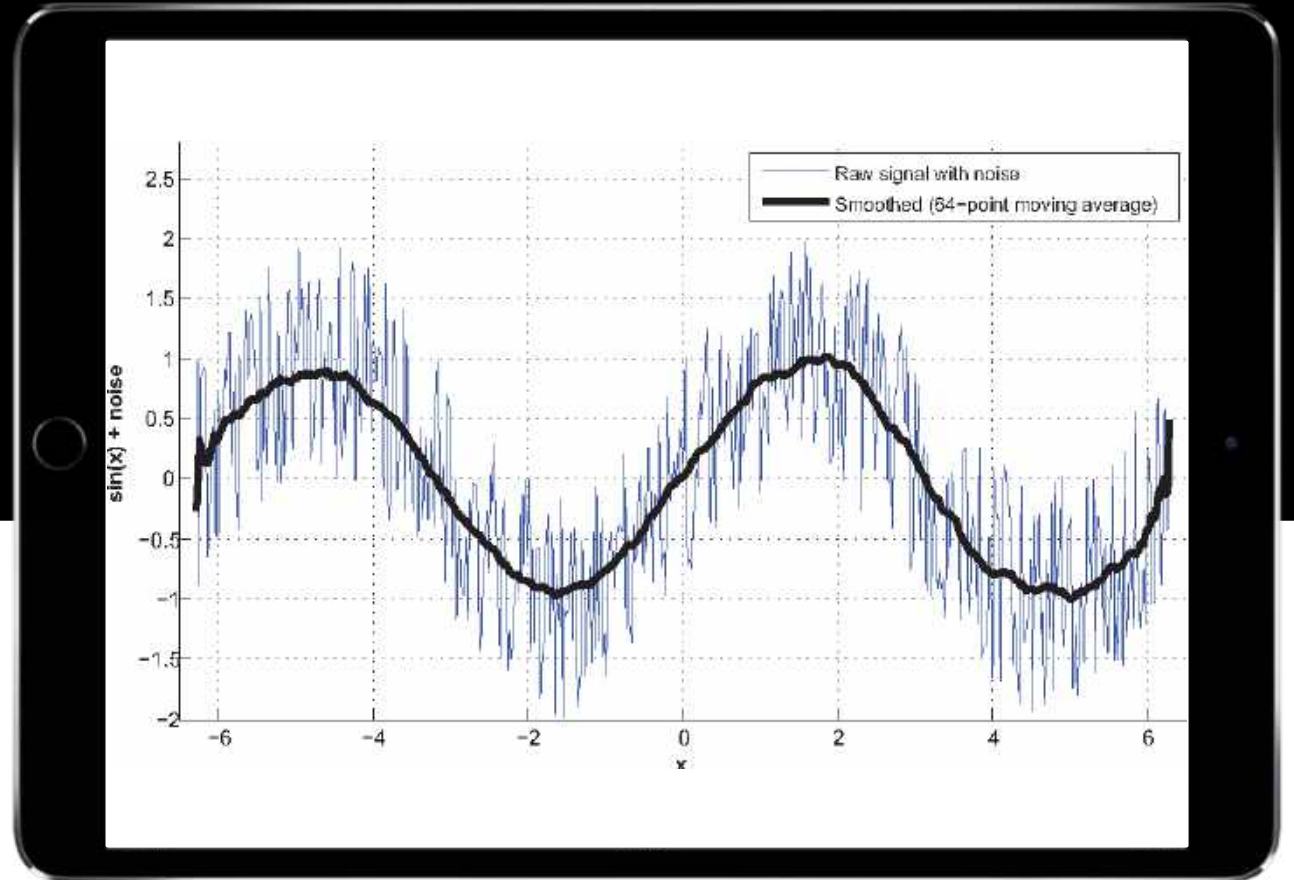- Start of season is most critical

Sales Season
- Start-Peak-End every year
- High level
- Start and Peak may change year to year based on WEATHER

Sales Daily Changes
- Based on Weather or other fast changing variable

The demand graph showcases the impact of seasonality and weather on consumer purchase habits.

Climate Change

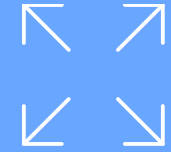## Can Impact What We Buy and When

Making Weather **Actionable**

Think Outside In
What is Your Challenge?

What are your broad objectives this year/season?

What outside influences on your business, both macro and micro, keep you up at night?

Do you know what drives purchase of your product? What promotes usage?
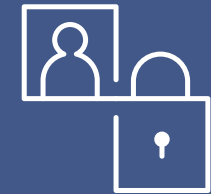
How are you addressing privacy and compliance regulations in your advertising?

Once **You** Understand Your Challenges, **You** Can Activate A Weather Strategy:
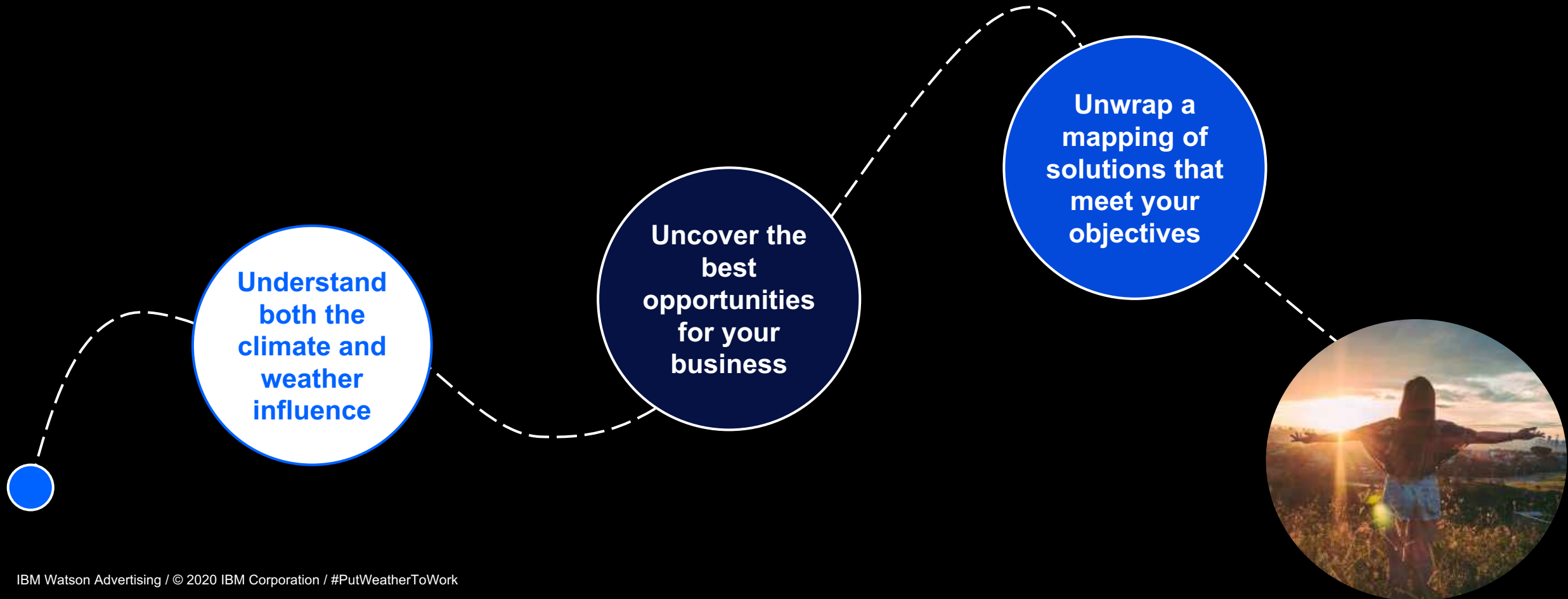
Understand both the climate and weather influence

Uncover the best opportunities for your business

Unwrap a mapping of solutions that meet your objectives

Marketing in an
Uncertain Future

Change is **Coming** – Fast

The ways we used to target consumers are going away, regulated out of existence

BY GOVERNMENT

BY PLATFORMS

BY USERS

Weather Is The Ultimate In **Context**

driving relevance and resonance with no cookies or PII needed

Weather + Behavior = Action

Seasonal, Firsts, Cool, & Sunny

Gravitate towards social interactions & "fresh start" behaviors

Action

- Introduce new products
- Conquest competitors
- Anticipate increased traffic (adjust in-store

Cold, Storms, & Snow

Focused on preparation, finding comfort and escape

Action

- Promote responsible decisions, behaviors, and preparation
- Alleviate stress
- Comforting products
- Family and friends first

Hot, Humid, & Rain

Look for easy solutions from lower-effort activities

Action

- Online shopping activities
- Promote delivery and automated services
- What's in it for me?
- Anticipate increased snacking and action from boredom

Mild Temps, Sunny

Make the most of the moment and enhance good feelings

Action

- Focus on self care
- Showcase products for summer activities and holidays (Easter, July 4th), & Back-to-School)
- Highlight cool & refreshing products

WEATHERfx

IBM WEATHERfx anticipates consumer behavior to help advertisers drive action, ensuring that ads are delivered at the most contextually relevant time to influence purchase.

WEATHERfx is rooted in the most accurate forecast data in the world.[1]

1. https://www.forecastwatch.com/wp-content/uploads/Three_Region_Overview_2010_201606.pdf

Here's an example of how WEATHERfx triggers fire *only when optimal condition mixes are present* helping reduce media waste

ADVERTISER - - - SUNSCREEN BRAND

DMA - - - NEW YORK

WEATHER CONDITIONS

ACTIVATE ONLY WHEN **VERY SUNNY** CONDITIONS ARE PRESENT

POTENTIAL MEDIA WASTE

MON	TUE	WED	THU	FRI
Messaging shown	Messaging shown	**No Messaging shown**	**No Messaging shown**	Messaging shown

Contextual Relevance? | Ad Resonance? | Cookies required? | PII needed?

Case Studies

1. https://www.forecastwatch.com/wp-content/uploads/Three_Region_Overview_2010_201606.pdf

Leading auto brand sees 4.1% increase in brand awareness IBM WEATHERfx

Objective

A leading auto brand came to IBM Watson Advertising looking to generate brand awareness and stand out when safety was top of mind for consumers.

Solution

The auto brand leveraged IBM WEATHERfx's snow and rain weather triggers to engage consumers during these conditions to connect them to the brand and drive brand awareness.

Results

With WEATHERfx, this auto brand drove:

- 42% waste reduction, with 3.7M impressions reallocated
- 4.1% increase in online ad awareness, with a 5.8% increase among A18-49
- 7.1% lift in visits to the auto brand's website
- 4.5% lift in visits to the auto brand's social media pages
- 6.6% lift in searches for information on auto sites
- 4.9% lift in consideration of buying or leasing this auto brand's vehicles

QSR leverages weather insights to drive ~7% lift in new customer store visits

Objective

A leading QSR came to IBM Watson Advertising looking to drive an increase in new customer in-store visits by building awareness and demand of their new specialty coffee product.

Solution

The QSR leveraged IBM WEATHERfx insights and weather-triggering to intelligently adapt their media across The Weather Channel app and weather.com.

Results

This leading QSR saw strong results across their entire campaign, including:

- 6.85% lift in new customer in-store visits, 357% higher vs. the brand's behavioral lift benchmark
- 3.73% lift in overall visits to stores, with 2.4M incremental in-store visits
- 26% lift in store visits in the afternoon, showing that we can reach relevant audiences at any time of day
- 45% waste reduction with WEATHERfx targeting
- More than half of those exposed to the campaign visited one of the brand's store locations within 2 days
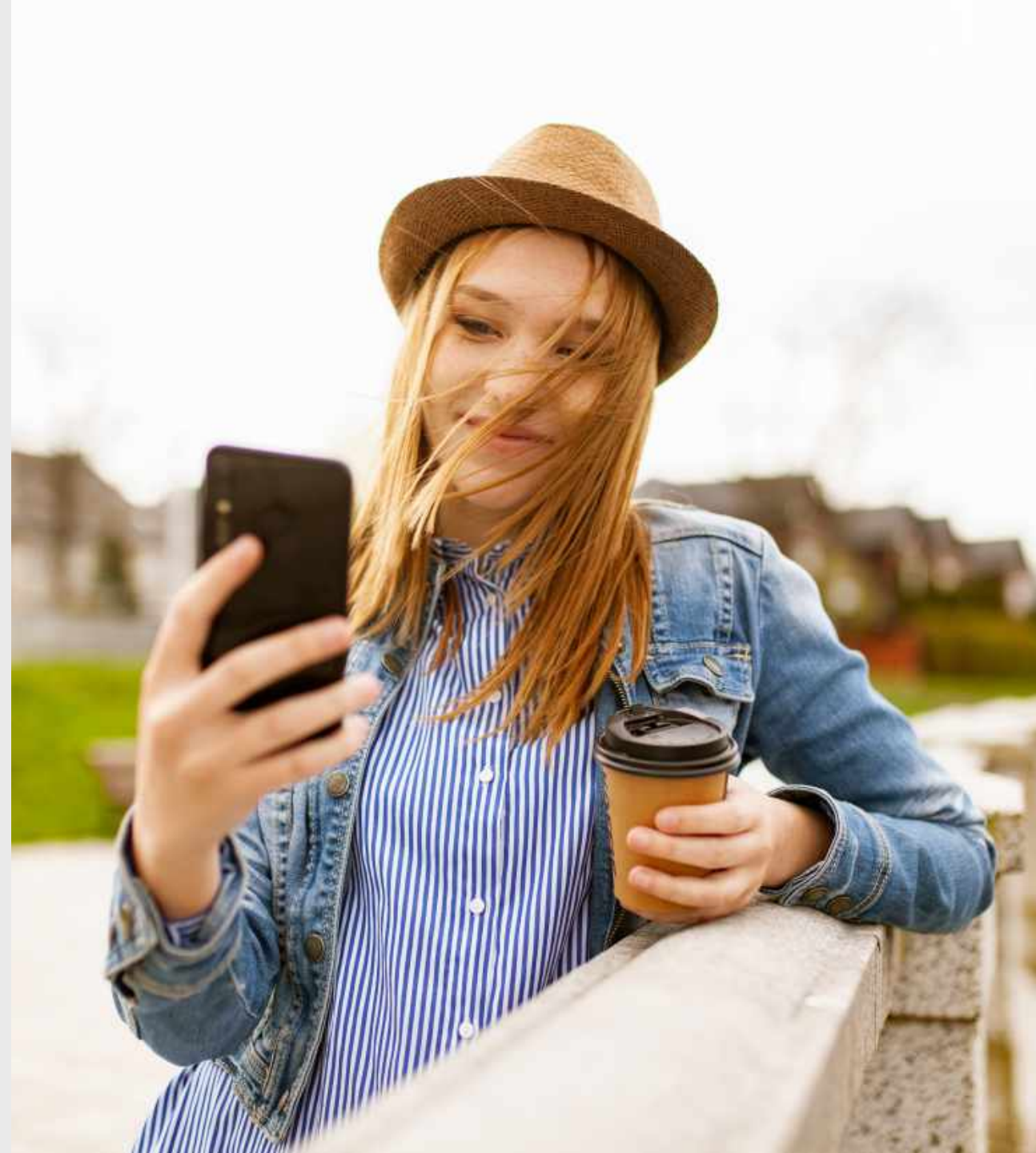
Prescription cold & flu brand exceeds industry benchmarks by +309%

Objective

A national prescription cold & flu brand came to IBM Watson Advertising looking to reach and engage consumers in areas currently experiencing flu activity and drive awareness and consideration for their product.

Solution

The brand integrated WEATHERfx targeting into their Google AdWords API to increase search bidding in zip codes likely to be experiencing the optimal conditions for sales of cold and flu products.

Results

The brand saw an **11.59% CTR** – over **309% higher** than search CTR industry benchmarks

The Weather Channel increases app downloads by 36% with IBM WEATHERfx on Facebook

Objective
IBM's The Weather Channel sought to drive an increase in downloads of The Weather Channel app.

Solution
The Weather Channel ran a month-long Facebook campaign to drive app downloads and test the efficacy of IBM WEATHERfx on Facebook. For two weeks, the campaign used IBM WEATHERfx on Facebook rain triggers. The other two weeks of the campaign acted as a control and did not leverage IBM WEATHERfx.

Results
IBM WEATHERfx on Facebook delivered great results for The Weather Channel, with **36% more app downloads than the control!**
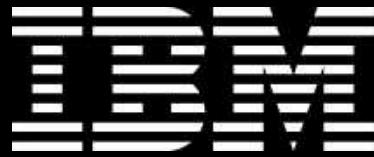
– Cost Per Install (CPI): **27% more efficient** vs. the control

– Conversion Rate (CVR): **14% more effective** vs. the control

– Click Through Rate (CTR): **50% more engaging** vs. the control
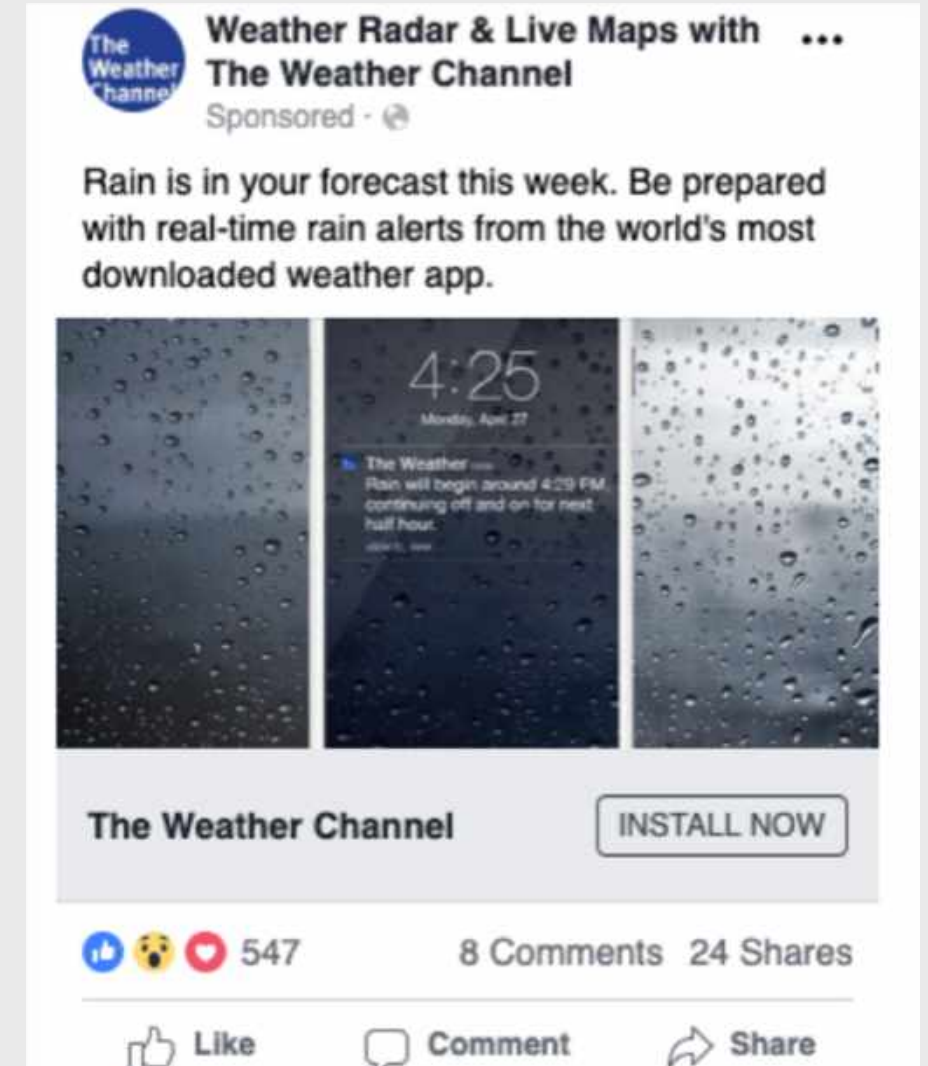
WEATHER DATA

now has more power than ever to change the way you can reach consumers – and drive them to action.

—

#PutWeatherToWork

Q&A

MMA | WEBINAR SERIES

Presented by group^m: How is the Pandemic Impact the Global Marketing Industry
Wednesday, April 22 | 2:00pm – 3:00pm EST
Register Today

Brian Wieser
Global President,
Business
Intelligence,
group^M

Presented by EY: Proactive Strategy for Brands and Marketers During A Crisis
Thursday, April 23 | 2:00pm – 3:00pm EST
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Janet Balis
Global Advisory Leader for Media & Entertainment. and Americas Marketing Practice Leader, EY

Presented by Neustar: What You Need To Know About Cookie-Based Marketing To Thrive in Future Without It
Tuesday, April 28 | 2:00pm – 3:00pm EST
Register Today

STEVE SILVERS
SVP Product, GM
Customer
Experience,
Neustar

[APAC] Presented by InMobi: Navigating the Shift in Consumer Behavior in Asia During Covid-19
Wednesday, April 29 | 3:00pm-4:00pm SGT
Register Today

VASUTA AGARWAL
VP&MD, Asia
Pacific, InMobi

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Thank you!