

MARKETING - INTERACTIVE

The Future of Data and Privacy in a Cookieless World

Discussion paper and agenda

23 July 2021

2:00pm - 3:00pm IDT

**TO BE HELD AS A VIRTUAL ROUNDTABLE
(LOGIN DETAILS WILL BE SENT TO YOU PRIOR TO THE EVENT)**

Marketing Roundtables: Because it's important to share opinions

Agenda

2:00pm – Login and welcome from Janice Tan, Deputy Editor, MARKETING-INTERCTIVE

2:05pm – Introductions and commencement of discussion proper

2:50pm – Final thoughts

3:00pm – End of discussion

Discussion points

The following points are good indicators of what will be discussed during the session. However, we are not restricted to these – constructive and spontaneous discussions are welcome.

The customer and your business

1. How has your marketing mandate changed over the years?
2. How has the customer journey evolved as a result of the global pandemic?
3. How has data and privacy concerns been changing for your business over the years?
4. With the deprecation of cookies, what are the longer-term impacts when the balance of power shifts to the consumer?

The state of data, privacy and marketing strategy

1. How will the deprecation of cookies impact customer experience, commerce, communications and data and technology investments?
2. How are you preparing your marketing campaigns for the cookieless world?
3. How does data play a role in the day to day Marketing/Advertising for you & your organisation?
4. What data are you collecting, how are you sharing it within the organisation and how are you using it?
5. How are you measuring your marketing programs
6. Customers are demanding for deep personalisation which requires data to be executed well. How have you changed marketing to be more real-time?

Managing market disruption

1. Route to market strategies were already being disrupted pre-Covid-19, but have been pronouncedly exacerbated in the global pandemic's aftermath. How has your business been affected, and what steps have/are you taking to adapt and innovate as a result?
2. What can we expect in today's new reality of changing consumer trends post-pandemic and an increase towards hyper digitisation?
3. As a marketer, how are you assessing the impact that new technologies and trends have on consumer behaviour? How does it manifest itself in your marketing practices?
4. How has your business' distribution strategy evolved (i.e. more direct to consumer, less dependence on 3rd parties or partners)?

Focusing on growth and retention

1. You're required to deliver quantifiable competitive advantage to your business by acquiring valuable clients, while also ensuring their loyalty long term. How are you balancing both short term and long term strategies? How are you identifying and targeting clients who will be the most valuable to your brand?
2. What are your requirements when choosing the right marketing technology for your business needs and transformation journey?
3. How should we be tracking and assessing ROI?

Thanks to our Partner:

This Roundtable would not be possible without our partner Salesforce, the leading provider of customer relationship management solutions and enterprise applications focused on customer service, marketing automation, analytics, and application development. Find out more [here](#).

