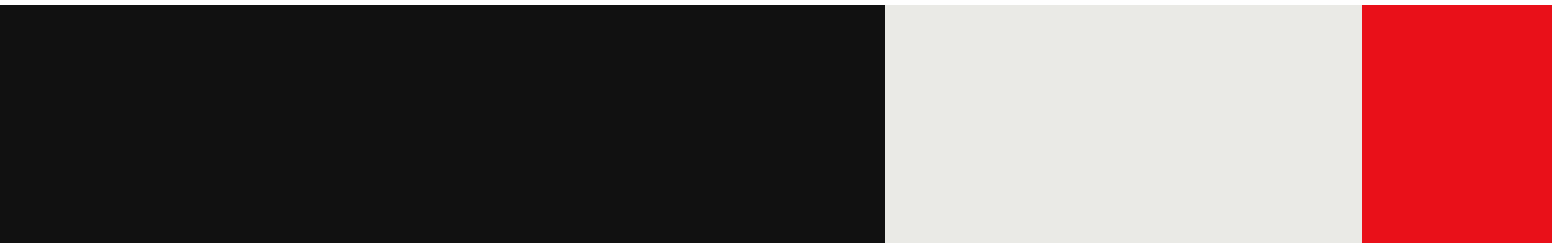


How addressability and measurability are changing in digital advertising

Audio

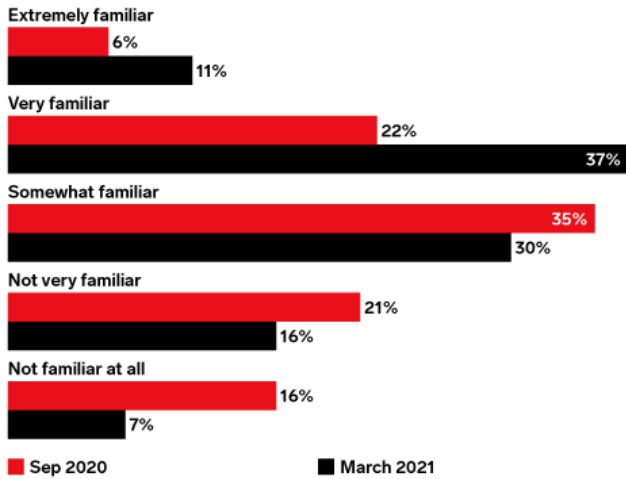


Neustar senior vice president of product and general manager of customer experience Steve Silvers and eMarketer principal analyst at Insider Intelligence Nicole Perrin discuss some

misconceptions about cookie deprecation, what marketers should do to prepare for the loss of third-party cookies and react to the loss of Identifiers for Advertisers (IDFAs), and more about future approaches to addressability.

How Familiar Are Mobile Marketers Worldwide with Apple's Planned Changes to Identifier for Advertisers (IDFA) in iOS 14?

% of respondents, Sep 2020 & March 2021



Note: numbers may not add up to 100% due to rounding
Source: AppsFlyer and MMA Global, "Personal Data, Privacy, & Smartphones: The Marketer/Consumer Disconnect," March 25, 2021

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