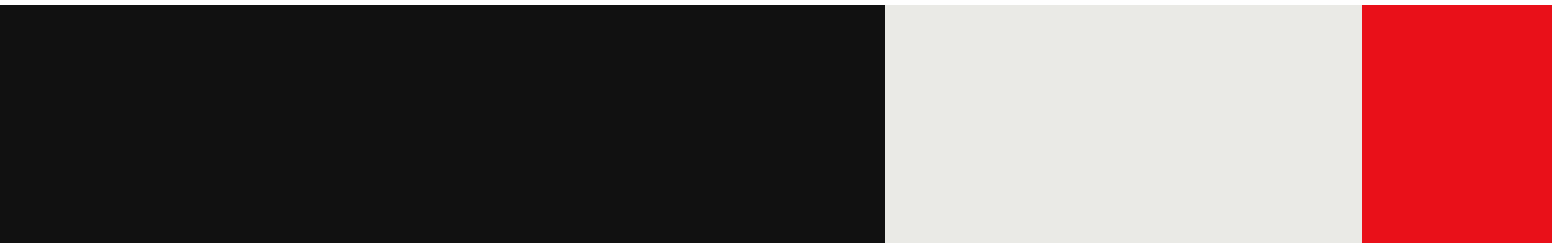


How to tackle data chaos, digital ad revenue on fire, and the best example of personalization

Audio

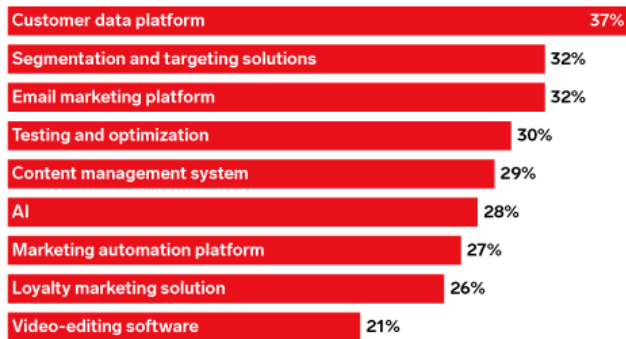


On today's episode, we discuss tackling data chaos. "In Other News," we talk about the hottest part of the digital ad market and Netflix's "Two Thumbs Up" feature. Tune in to the

discussion with CEO and co-founder of mParticle Michael Katz and our analyst Dave Frankland.

Which Marketing Solutions Do Marketing Professionals Worldwide Plan to Invest in the Most in 2022?

% of respondents



Source: Ascend2 and Oracle, "Marketing Trends 2022: Marketers Tell All About Successes, Struggles, and Solutions," March 29, 2022

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