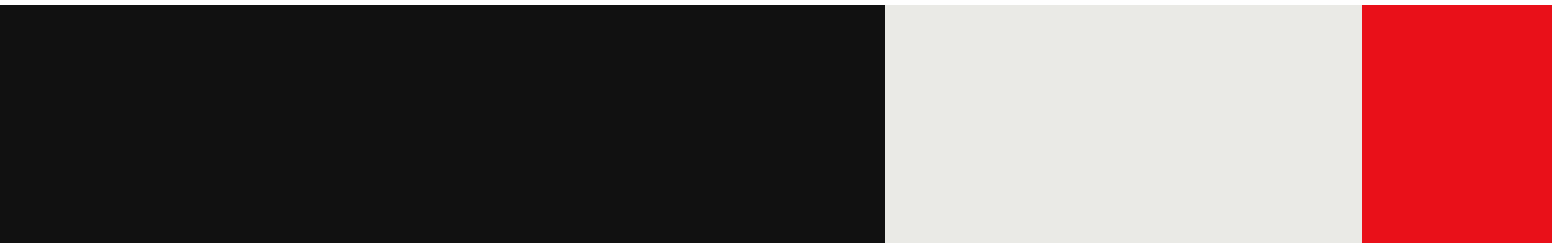


The Ad Platform: How Mindshare approaches experimentation and data ethics in advertising

Audio

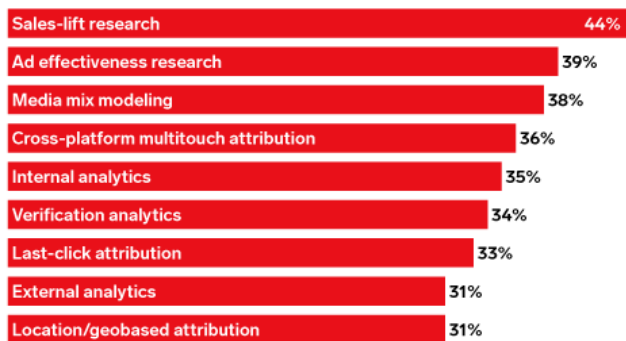


The availability and use of data has revolutionized advertising in recent decades. Shane McAndrew, chief data strategy officer at agency Mindshare, joins eMarketer principal analyst

at Insider Intelligence Nicole Perrin to discuss the new Data Ethics Compass developed with GroupM and Unilever, what consumers expect from advertisers and their partners, and why experimentation is critical to attributing revenues to marketing touchpoints.

Types of Ad Measurement and/or Research that Will Become More Important in a Cookieless World According to US Marketers and Agencies, Sep 2020

% of respondents



Note: n=302

Source: Advertiser Perceptions, "Identity: Are we headed toward resolution, revolution or regression?" Oct 19, 2020

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