


# The Daily: The future of real-time insights, reading consumer confidence, and the 2024 cookieless future looms large

Audio



On today's podcast episode, we discuss consumer spending over the holidays, how transaction data can help brands build deeper relationships with their customers, and what's next for consumer purchase data. "In Other News," we talk about Google starting to phase out cookies in a few weeks and what to make of the economy's mixed signals. Tune in to the discussion with our vice president of content Suzy Davidkhanian and Jonathan Silver, founder and CEO of Affinity Solutions.

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Episode Transcript: