THE CONNECTED FUTURE EMEA: AGENCIES & ADDRESSABILITY 2021
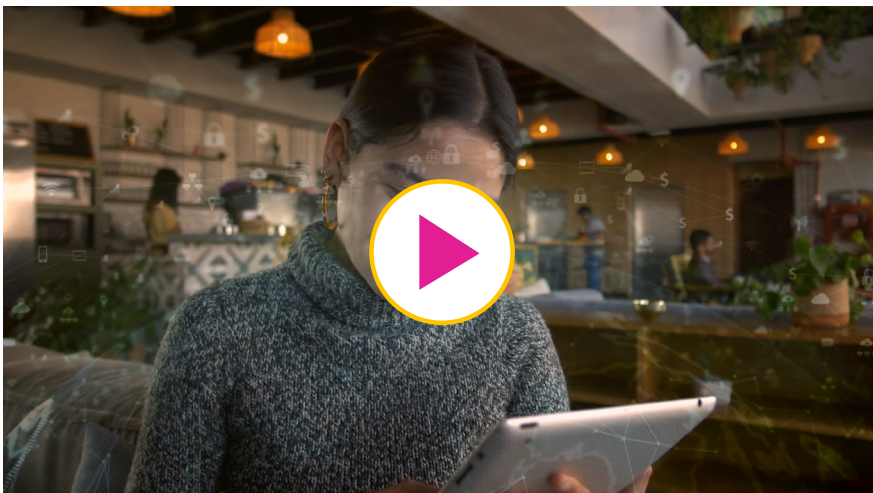
Virtual Event Highlights & Video Replays

On Tuesday 29 June, Lotame hosted The Connected Future EMEA: Agencies & Addressability, a virtual event created for agencies of all sizes in the EMEA region. It brought together nearly 100 senior executives from Lotame's agency and marketer client base, as well as prospective clients and industry peers. The afternoon was action-packed with two hours of timely content. The Connected Future tackled topics like addressability beyond the cookie, data enrichment, evolving cookieless audience solutions, and identity.
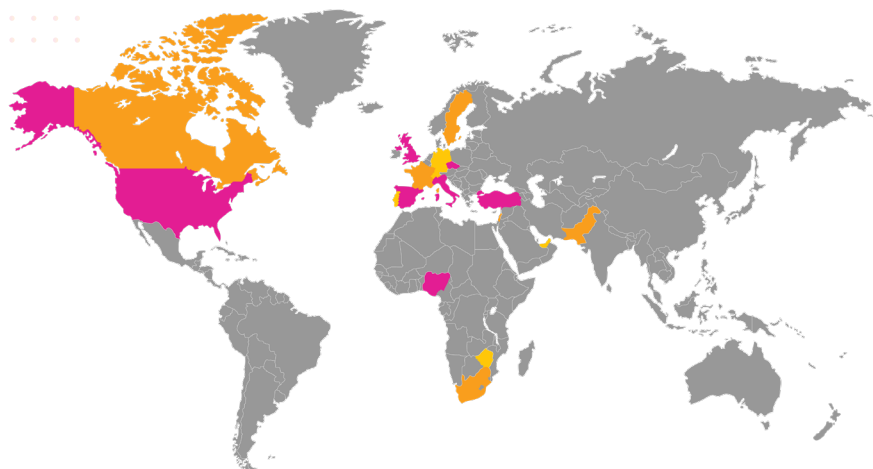
Recorded Sessions

If you missed the live session or simply want to revisit your virtual experience, we've compiled the video recordings below. Plus, we included a bonus session **"Agency Guide to Understanding Identity Solutions"** that was not presented at the event!

Watch The Connected Future Welcome Video

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THE CONNECTED FUTURE STATS

~100 ATTENDEES

18 Countries represented
12 Speakers
4 Sessions

BUILD
TARGETED
PRICE
TACKLE
WEB
CODE
UNDERSTOOD
DATA
FUTURE
TESTING
COMING
AGENCIES
PREP
STUDY
ADDRESSABILITY
MEASUREMENT
LEARN
ID ACTIVATION
COOKIELESS
CONNECTIVITY
GREAT
PRIVACY COMPLIANCE
PLAYERS
STRATEGY
ADVERTISERS
UID
SUPPORT
MARKETERS
LOTAME
AVERAGE
PUBLISHERS
PARTY
GRAPHING
ADVICE
SIZE
CONSUMER
MEDIA
STRATEGIES
FACEBOOK
CLIENTS
AUDIENCES AT SCALE
CONNECTED

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GENERAL SESSIONS

Addressability Beyond the Cookie

From FLoC to contextual, deterministic to probabilistic, confused yet on which solution is which? Our resilient industry has worked hard to provide several alternatives to the third-party cookie. But it's confusing as hell. As an agency, the brands you support are looking to you for answers. Make sure you have them! In this session, Eliza Nevers, Lotame's SVP of Product, breaks down available offerings into easy-to-understand terms, and highlights potential pros and cons. She was joined by The Trade Desk's Director of Data Partnerships EMEA, Oliver Boyd, for a deeper dive into alternative identity solutions, the future of addressability and the power of collaboration for the open web.

WATCH THE REPLAY
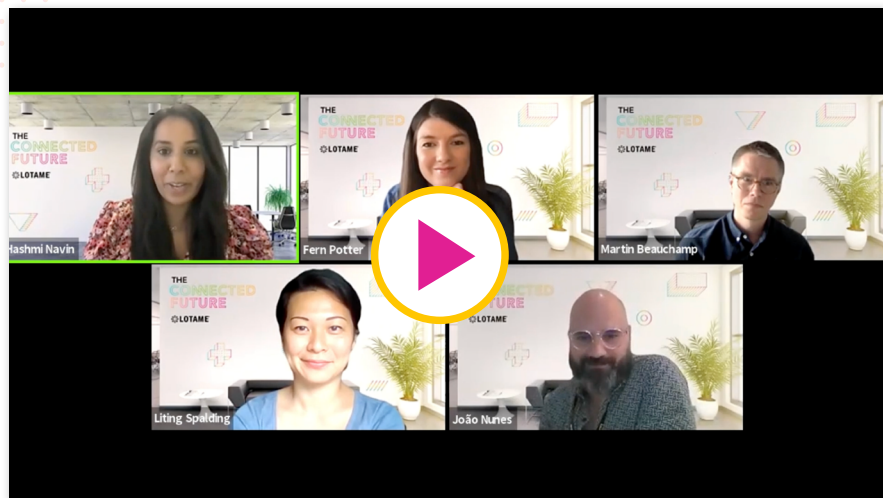
Eliza Nevers
Senior Vice President
Product
Lotame

Oliver Boyd
Director of Data Partnerships
EMEA
The Trade Desk

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Panel: Data Enrichment Is Alive and Well

First-party data is all the rage. While certainly valuable, it only presents one flavor of a customer for a brand. That's where data enrichment comes in. Third-party data is alive and well — and available as ever, thanks to identity solutions. Join key agency executives and Hashmi Navin, Lotame's Client Success Director EMEA, as they discuss the importance of identity coupled with data enrichment to drive the business outcomes brands want.

WATCH THE REPLAY

Hashmi Navin - Moderator
Client Success Director
EMEA
Lotame

João Nunes
Chief Transformation Officer
IPG Mediabrands Portugal

Liting Spalding
Head of Audience
Planning & Programmatic
Havas Media Group London

Fern Potter
Global Chief Strategy Officer
Hybrid Theory

Martin Beauchamp
Head of Data Strategy
Wavemaker UK

Panelists described in one word the biggest challenge they will face within the next two years:

ATTRIBUTION   MEASUREMENT   MEANINGFULNESS   VALUE

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Case Study: Evolving Cookieless Audience Solutions

Hear from Miles Pritchard, Managing Partner OMD EMEA as he shares how this global agency's strategy for a post-cookie world is driving real business outcomes today.

DRIVING REAL BUSINESS OUTCOMES

- We have developed a bespoke audience taxonomy, supporting over 35 markets

- So far, in 2021 we have attributed 10% of total global programmatic delivery to this audience suite, growing from 5% in 2020

- Overall, the marketplace is 30% more efficient in driving qualified users, and is set to deliver a $200k cost saving in 2021, compared to standard programmatic

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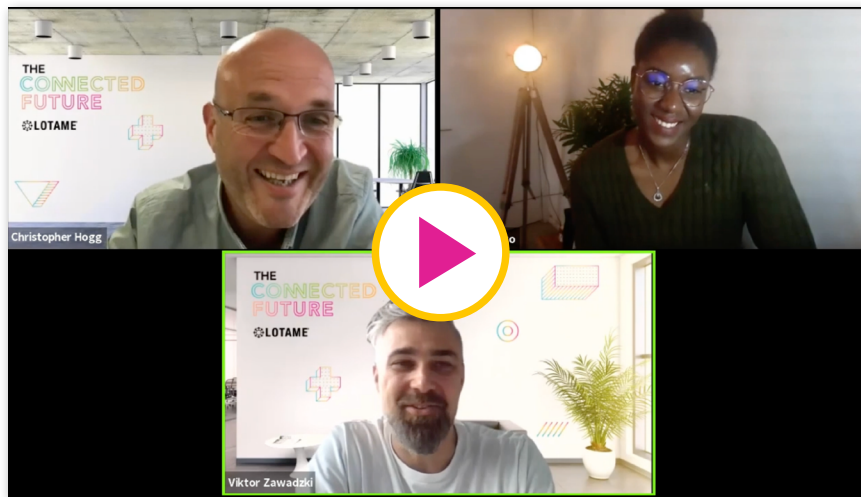
WATCH THE REPLAY

Miles Pritchard
Managing Partner
OMD EMEA

> "This is an ideal time to experiment and prepare for what is to come — embrace the opportunity to be a leader in identity."
>
> - Miles

Fireside Chat: It's All About Identity

Everyone's talking about identity but are they walking the walk? With an abundance of choices, how do agencies and platforms differentiate one solution from another? And, more importantly, how are they actively testing those solutions today? Watch this fireside chat for a no-holds-barred conversation about various identity proposals, their ramp up in the EMEA region, and how agencies are putting them to the test.

WATCH THE REPLAY

Chris Hogg - Moderator
EMEA Managing Director
Lotame

Danielle Darko
Global Programmatic
Business Director
MediaCom

Viktor Zawadzki
General Manager
EMEA & APAC
MediaMath

Panelist advice for continued preparation for the cookieless future:

"Don't slow down and keep testing."

– Danielle

"Become less dependent on monopolistic players and keep your options open."

– Viktor

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BONUS SESSION WITH LOTAME PANORAMA ID!
Agency Guide to Understanding Identity Solutions

With third-party cookies on the chopping block, what essential brand marketing tools are you not willing to give up? Targeting, optimisation, measurement? Marketers are bombarded with alternatives to solve for a cookieless future, but as an agency, the brands you support are looking to you for strategy. Hear from Lotame's Data Sales Manager, Matthew Taylor, as he breaks down Lotame Panorama ID and other available identity solution offerings into easy-to-understand terms, and highlights the opportunities so you can vet the right partner(s), and get the right answers for your clients.

WATCH THE REPLAY

Matthew Taylor
Data Sales Manager
Lotame

RELEVANT CONTENT

LOTAME
PANORAMA™ ID

A global people-based, privacy-compliant identity solution for the anonymous web. Built from multiple inputs (web, mobile, CTV, and customer-specific IDs), Lotame Panorama ID is freely accessible and interoperable across the cookie-challenged web, all domains, devices, and platforms globally.

Learn more here.

- The Connected Future Americas: Agencies & Addressability virtual event took place on 10 June - **view the video recordings.**
- Lotame Panorama ID - view the **bonus session**, or **visit the website.**
- PubMatic and MediaMath support Panorama ID - **view the press release.**
- Enrich your first-party data! Learn more about the **world's largest data marketplace.**
- The Identity Connection Newsletter - **subscribe** for bite sized content on all things identity!
- Beyond the Cookie: The Future of Advertising for Marketers & Publishers - **access the global survey report.**

FEEDBACK, QUESTIONS, STAY IN TOUCH!

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Stay in touch!
Lotame clients, please contact your Client Success representative or support@lotame.com
For all other questions or event feedback email events@lotame.com

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