



Responsible marketing with first-party data

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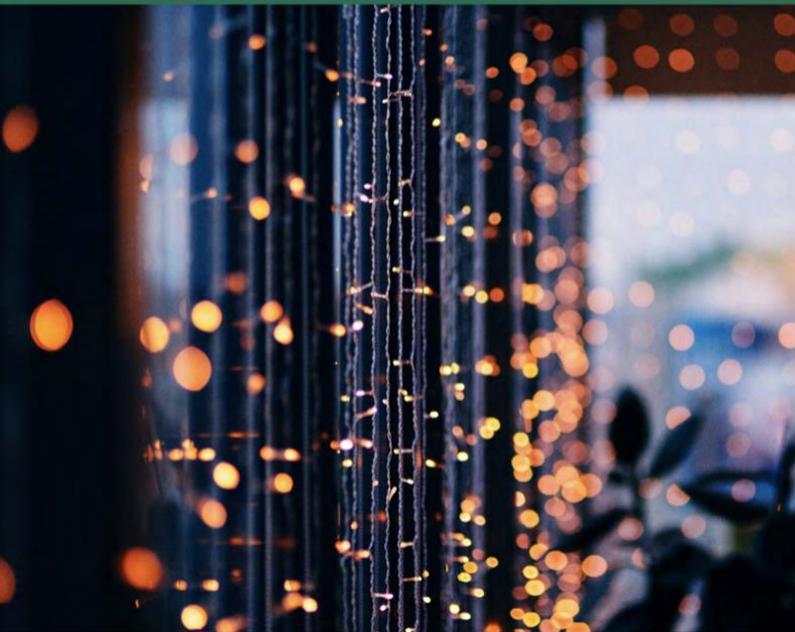
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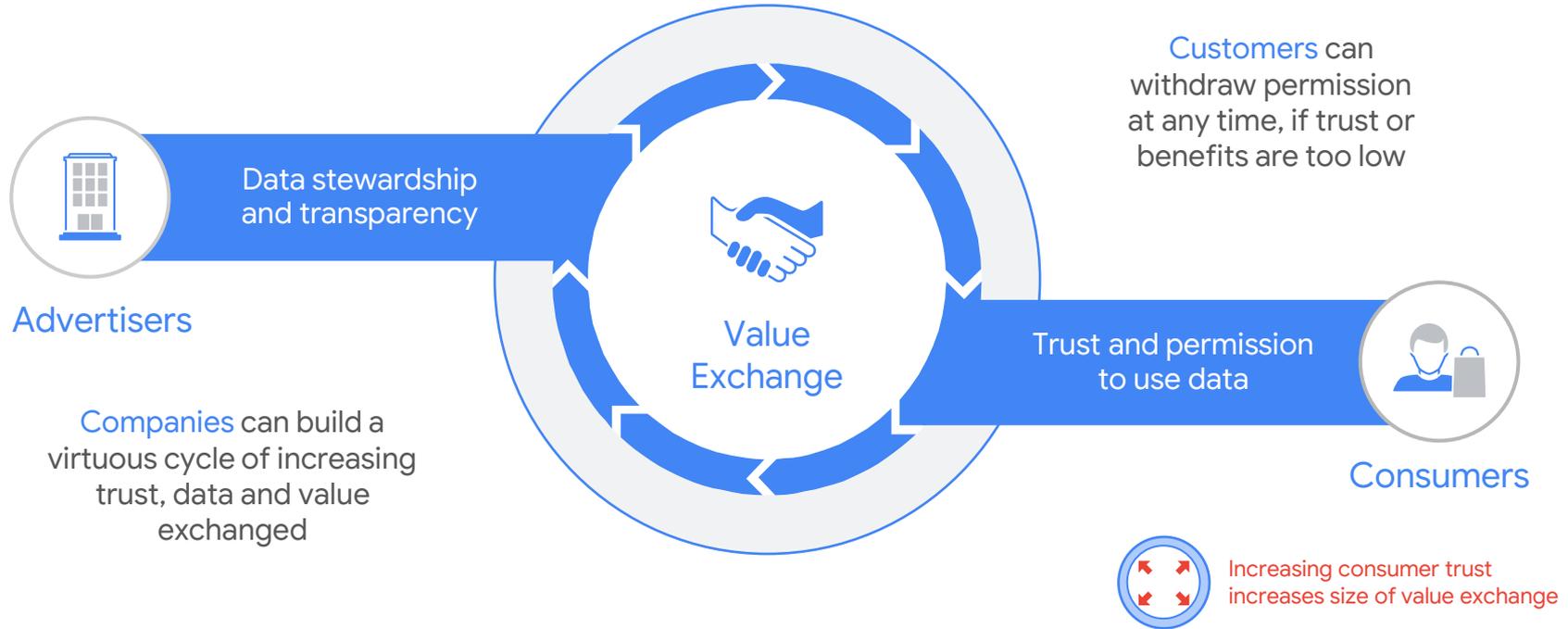


Responsible Marketing with First-Party Data



“Those who were able to link all of their first-party data sources can generate **double the incremental revenue** from a single ad placement or communication & **1.5 times the improvement in cost efficiency** vs. companies who don’t”

Responsible companies build and retain trust through a transparent value exchange



**Thank you
@Howeto**

