Targeted Marketing in a Privacy-First Era Training

Duration: **1 Day**

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Overview

This instructor-led webinar explores how targeted marketing is evolving in response to increasing privacy regulations and technological changes. Participants will gain insights into the history of data usage, the impact of limits on third-party cookies, and emerging addressability solutions. The session will conclude with an open Q&A, allowing attendees to engage with the instructor on key privacy and marketing challenges.

Prerequisites

Participants should have:

- A basic understanding of digital marketing concepts
- Familiarity with online advertising technologies (e.g., cookies, tracking pixels, programmatic advertising)
- An interest in privacy regulations and their impact on marketing strategies

Target audience
This webinar is designed for:

- Digital marketers and advertising professionals
- Marketing technology (MarTech) and AdTech professionals
- Business leaders navigating privacy-first marketing strategies

Outline

The why of privacy-first marketing strategies
Overview of identity and addressability
History of cookies and data usage
The rise of privacy concerns and regulatory responses
Google: A Case Study
Evaluating new addressability solutions and best practices for marketers
The future of targeted marketing
Open discussion and participant questions
Exams and assessments
There are no formal exams for this webinar. Participants will engage in real-time discussions and knowledge checks to reinforce key takeaways.