MAKING MOBILE ADDRESSABLE



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YOUR HOSTS



JENNIFER LUM
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MANO PILLAI
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ADAM GUY
VP MARKET DEVELOPMENT

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INDUSTRY LANDSCAPE



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WORKSHOP STRUCTURE

- Provocative Statements
- Take a Position





- Discussion
- Resolution

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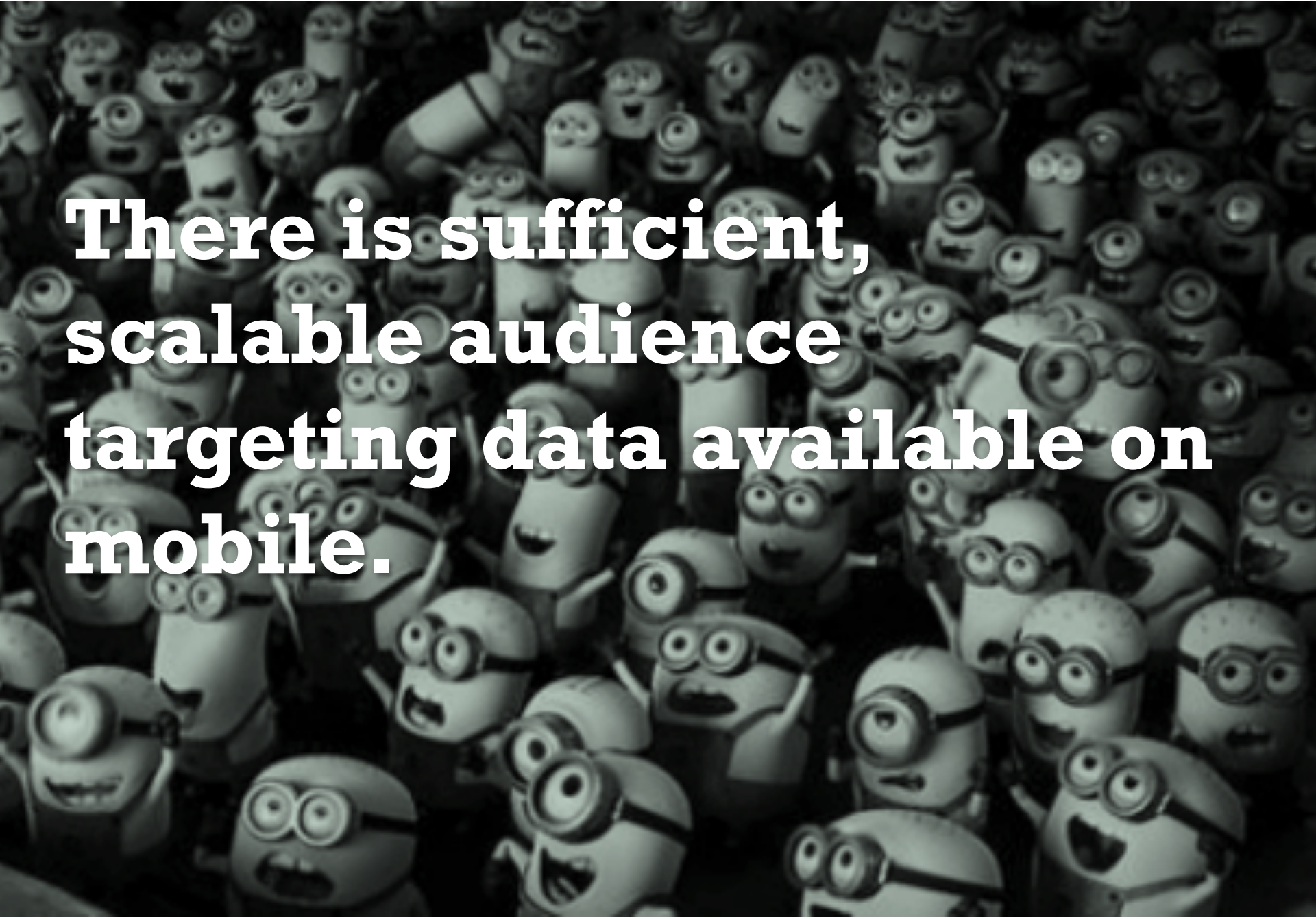
Mobile advertising is hurt by the lack of a reliable way to uniquely identify mobile consumers.

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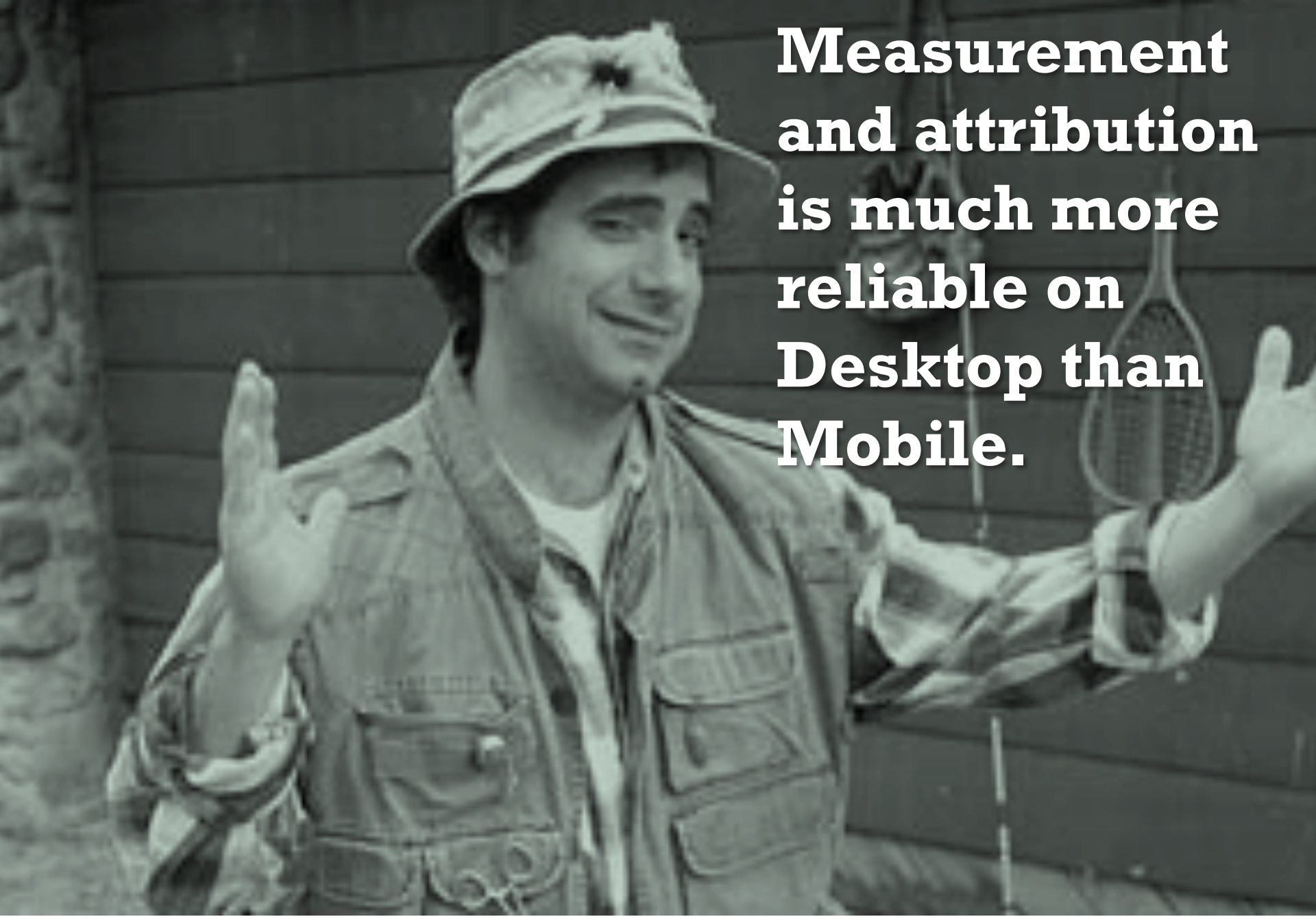
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Probabilistic device graphs are good enough to measure and manage advertising across channels.



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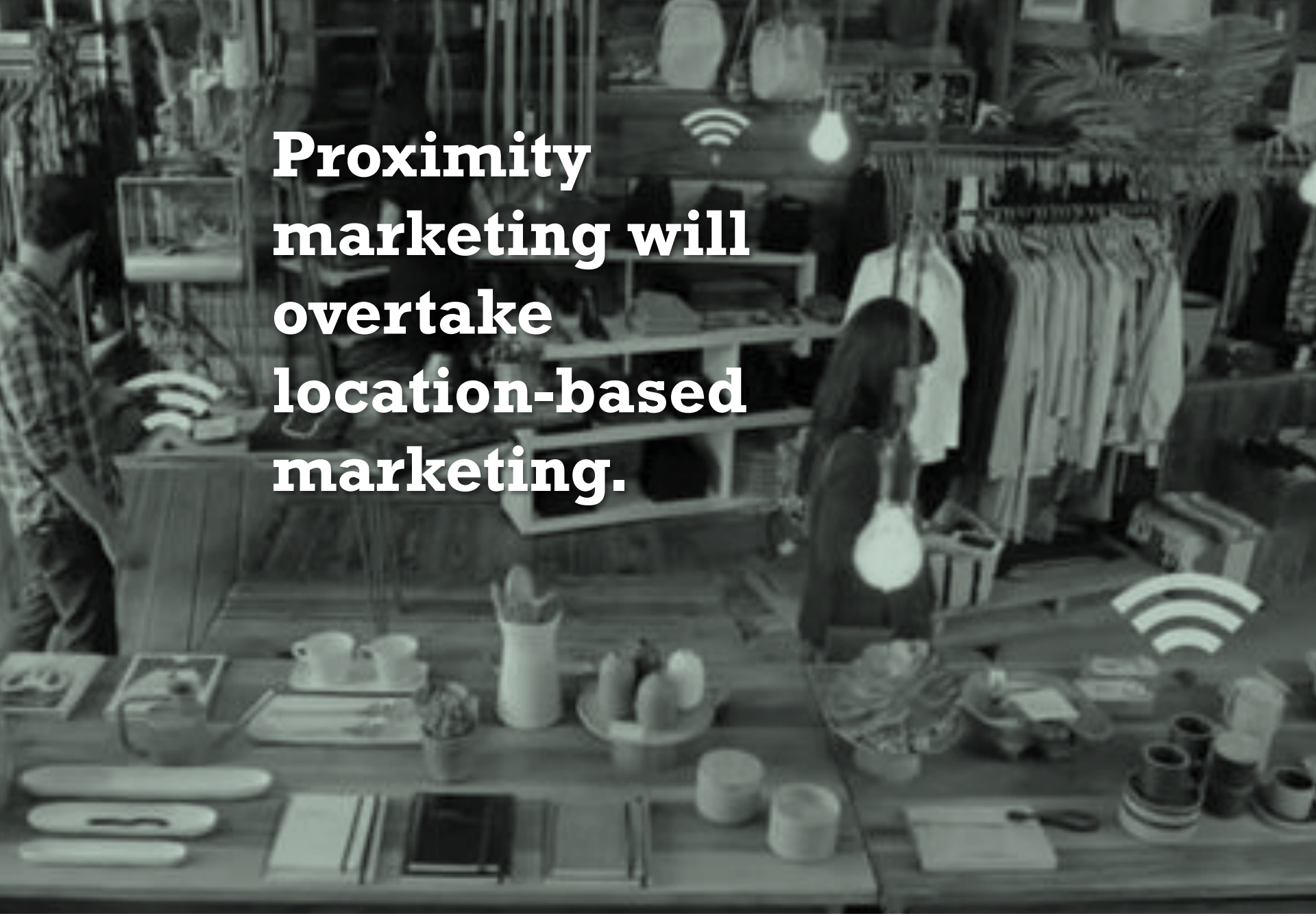
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Location-based mobile advertising is the Wild West.

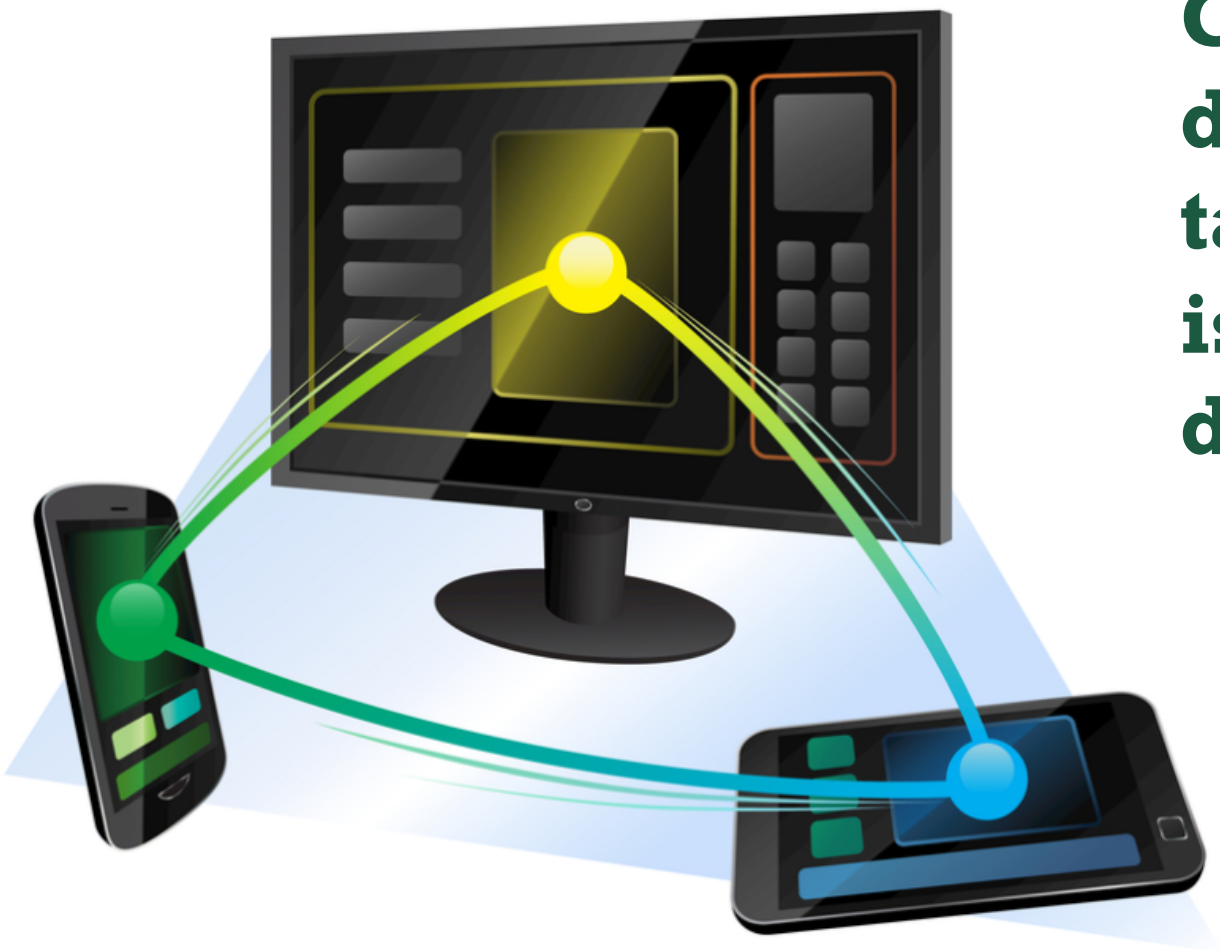
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Cross device targeting is a pipe dream.

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The programmatic ecosystem needs an alternative Mobile identifier to IDFA and Google ADID.



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CLOSING REMARKS AND GIFT CARD DRAWING



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