

Launch

The **happy** performance agency

The Future of Measurement

Unlocking the power of First Party Data, and AI with Google Ads

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Tired eyes

I've become a Dad again!

Full of iron



Reggie





Before we look into the future, let's take a look in the past!



The year is 1986!



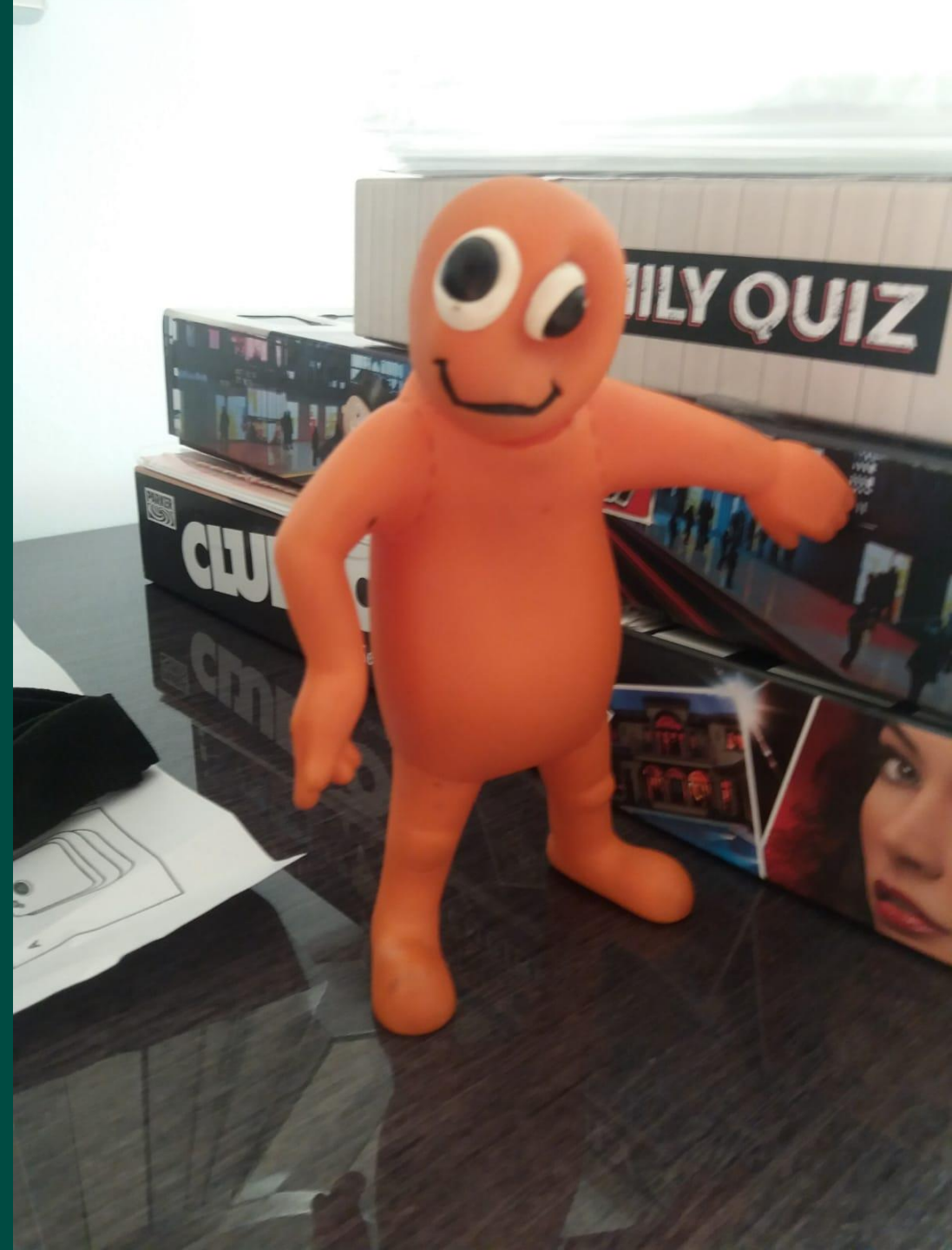
Teenagers didn't care...





<https://www.youtube.com/watch?v=ALgyxeAPWDk>

We have one by the way...





Bring us back to today..



Things have changed...



The current landscape, today...

Expectations on privacy
have shifted

2/3

of people only want to see ads
that are relevant and useful

Expectations on privacy
have shifted

64%

of people don't trust companies
to protect their data



How can we build trust?



Start with your Cookie Banner



Feed good data!



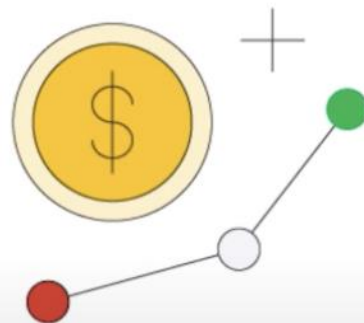
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The paid media agency for
ambitious businesses

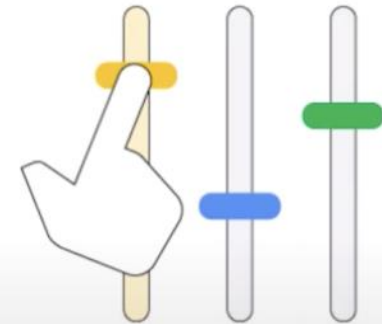
Build trust



Create value



Control activation



Source: BCG/Google "Consumers want privacy marketers can deliver" 2022 <https://www.youtube.com/watch?v=Z7qPWcdccNM>



A peak into the future...





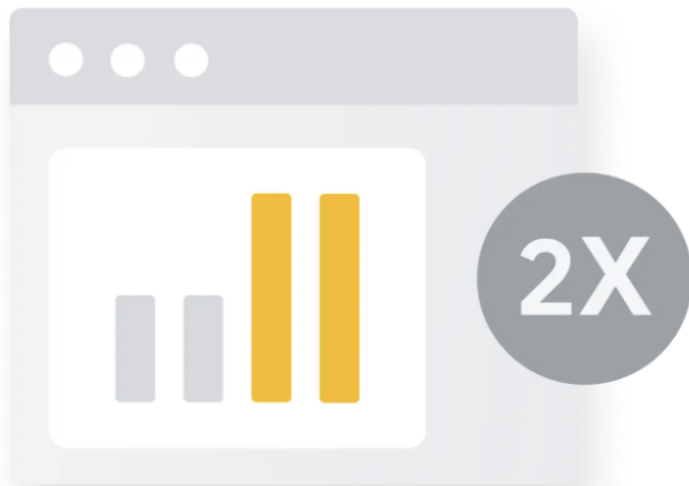
AI changes everything





How things have changed...






Marketers who effectively use their first-party data can generate double the incremental revenue from a single ad placement, communication or outreach.

Source: "[Responsible Marketing With First-Party Data](#)", BCG, May 2020.





The background features a dark teal color. On the left, there is a large teal semi-circle. On the right, there is a bright yellow abstract shape resembling a stylized sun or a flower with several pointed petals. The text is centered within the teal semi-circle.

3 Questions to
take away
today...



Is our cookie banner fit
for **purpose**?





Are we really using
Google to its **full**
potential?





Are people willing to
provide **their data**?

And when?



Heineken UK



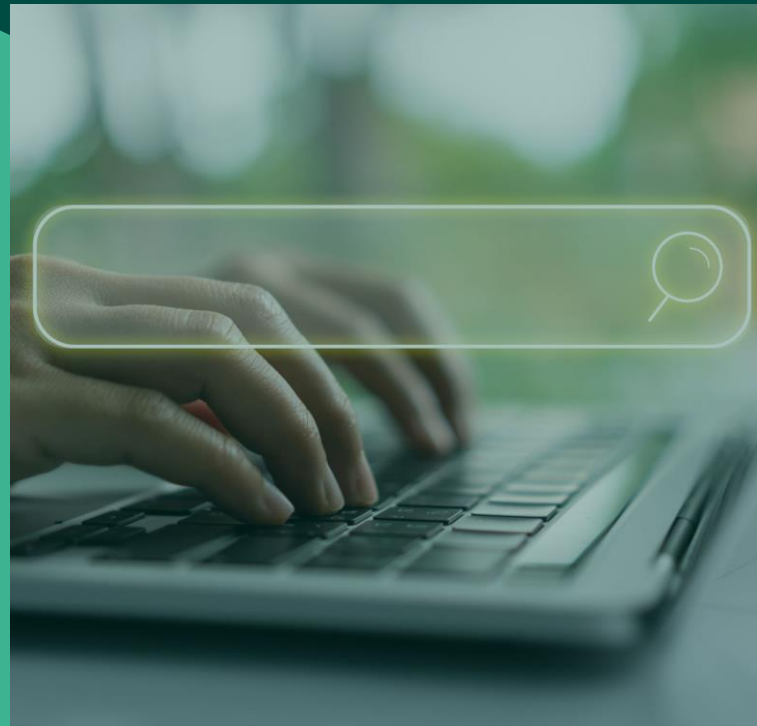
- Mobile data

- Audience identification

- SMS and MMS campaigns

- Contextual timing

Download your free
guide using the QR
code below:



Your first party data checklist

How to access customer insights that will
amplify the impact of your marketing.

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