How Marketers and Telcos Can Collaborate Despite a Constantly Fluctuating Market

Verizon, AT&T and Sprint have all decided to stop providing location data to third-parties. While some onlookers are declaring that “the party is over” for marketers using telco data, that’s really not the case. While this decision appears to be mostly about privacy, in the coming months, these companies can continue to help marketers—and profit… https://www.adweek.com/digital/how-marketers-and-telcos-can-collaborate-despite-a-constantly-fluctuating-market/