Prep Your Newsletter for a Post-Cookie World

The future of advertising is in privacy and authentication, with publishers taking control of data by building direct relationships with audiences. A common misperception is that adapting to such a tectonic industry shift requires vast financial or technical resources. In reality, all it takes is transparency—and the right strategy.



Don’t miss **The Business of Marketing** podcast featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

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