It’s Time for Brands to Forge Long-Term Working Relationships With Creative Partners

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https://www.adweek.com/brand-marketing/its-time-for-brands-to-forge-long-term-working-relationships-with-creative-partners/

Essential Fourth-Quarter Stats for Ad Tech and Platforms

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Essential Fourth-Quarter Stats for Agencies and Media

Companies

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The Most Insightful Data From 25 Media, Marketing and Tech Companies' Q4 2018 Earnings Calls

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Avoiding These 3 Brand Risks That Originate From Personalization at Scale

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5 Themes That Kept Popping Up at This Year’s SXSW

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Challenger Brands Are Winning at Instilling Loyalty Among Consumers

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3 Steps for Brands to Create Long-Lasting Diversity in Their Organizations

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SXSW Called for a Deeper Reflection on the Future of Big Tech

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How Brands Are Using AI to Improve Personalization

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