



MINDSHARE

The future of ad effectiveness in a post-cookie world

How leading brands, agencies and
publishers innovate ad measurement



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Ryan McManus

Director, Media Analytics



David Shiffman

EVP, Research & Measurement



Courtney Thompson

Director, Business Intelligence



Stephen Jepson

EVP, Ad Effectiveness



Welcome!



Stephen Jepson

EVP, Ad Effectiveness



DISQO is a new kind of customer experience (CX) platform for measuring EVERY customer experience



Silo free

Measure ad effectiveness across all media platforms, even social



Future proof

Fully consented audience of 2M+ consumers for consistent, uninterrupted measurement



Trusted

More than 800 leading brands, agencies, and publishers drive campaign results with DISQO

Today's panel



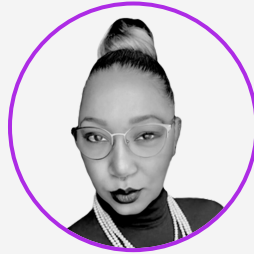
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Q&A





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Learn the true impact of your campaign with DISQO!

LET'S TALK



hello@disqo.com



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