



Kollaboration durch Innovation: Wie Unilever und Ad Alliance mittels Data Clean Room Technologie neue Datenbrücken bauen

d3con Masterclass mit





Welcome



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Director Business Development
1plusX



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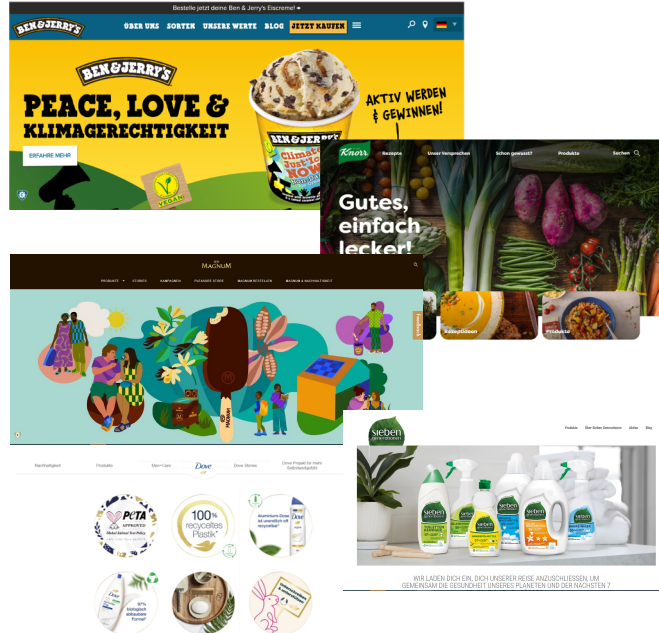


Unilever: Marken- und Datenlandschaft

Brands



Data Signals



Sustainability



Unilever: Marken- und Datenlandschaft



Sustainability

Data Inventory



Vegans



Sustainability



Empty Nester



Families



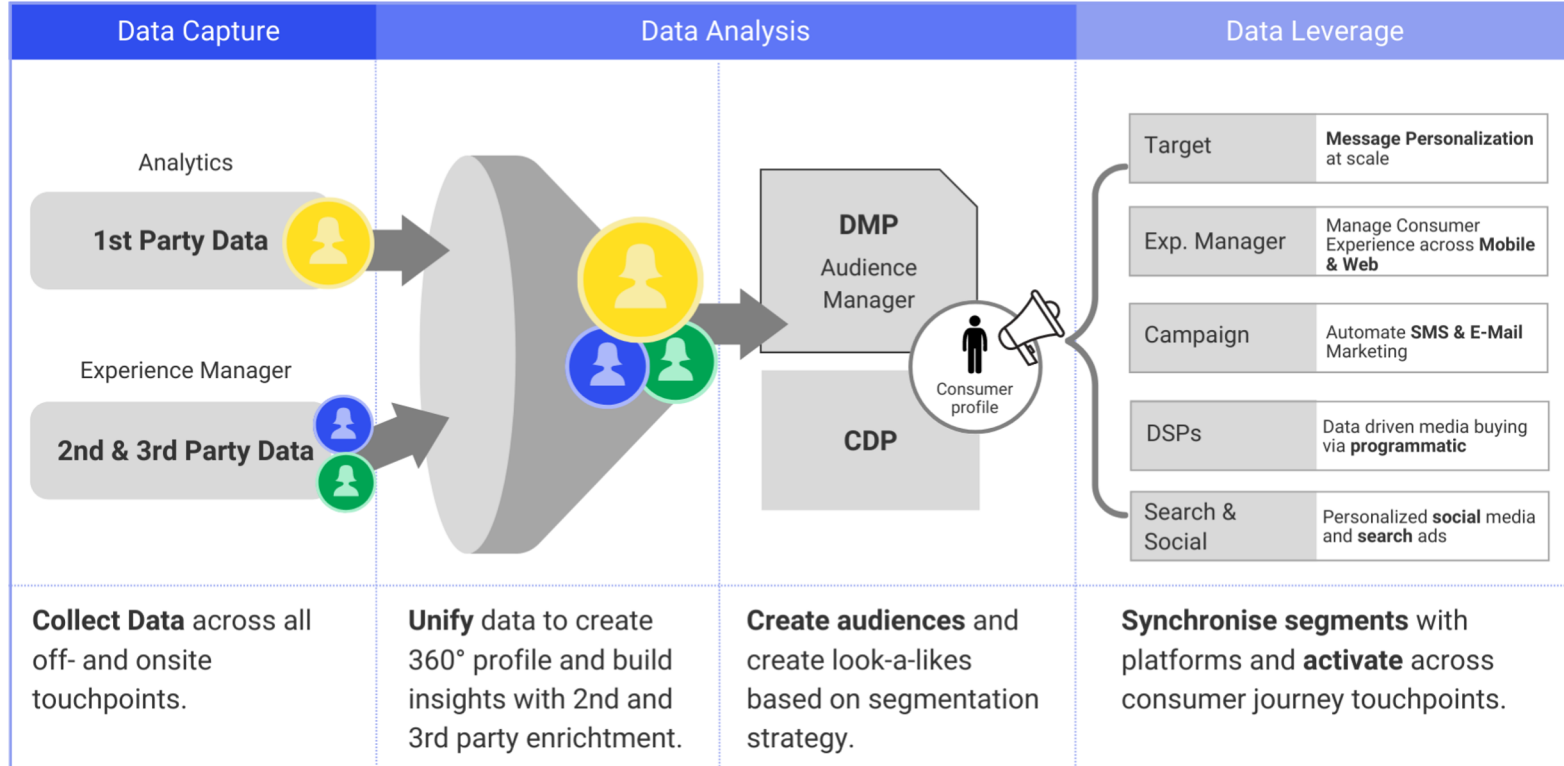
Young Families



Gen Z

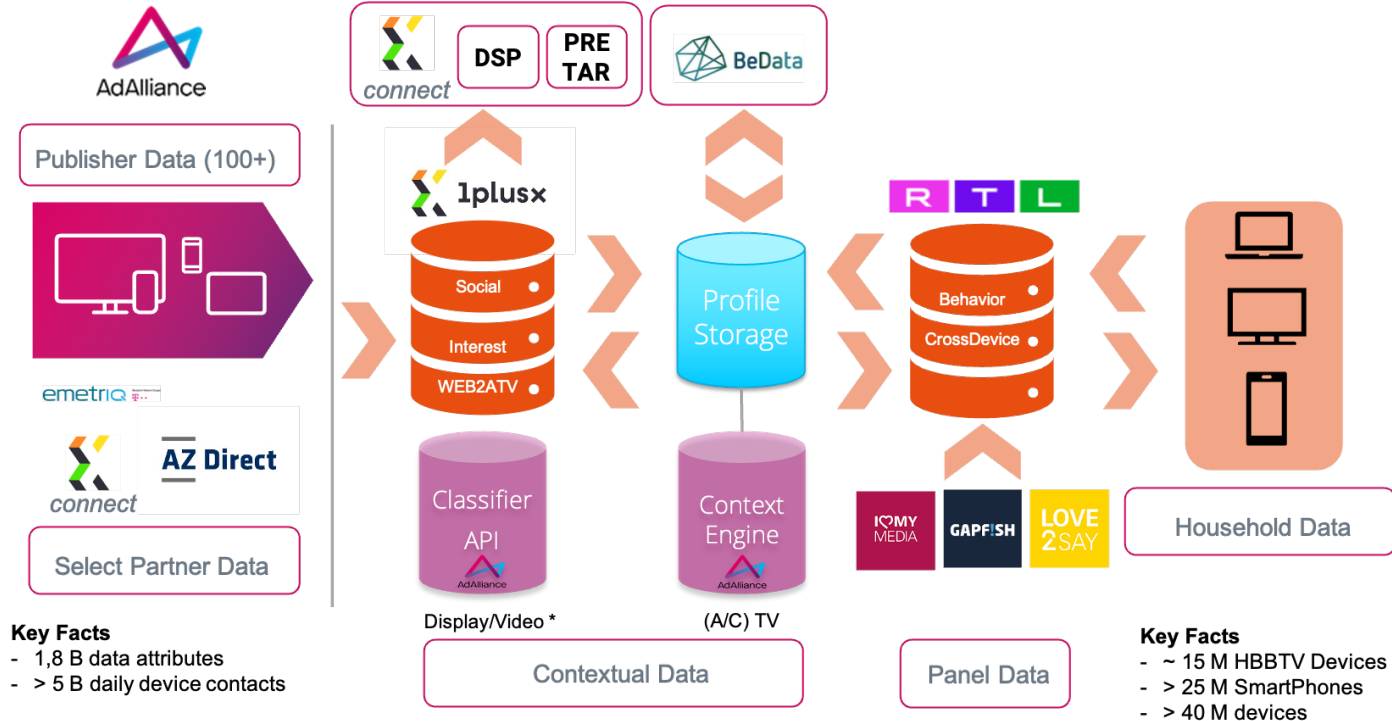


Unilever: Marken- und Datenlandschaft





Ad Alliance: Datenlandschaft- und aktivierung



* In Progress



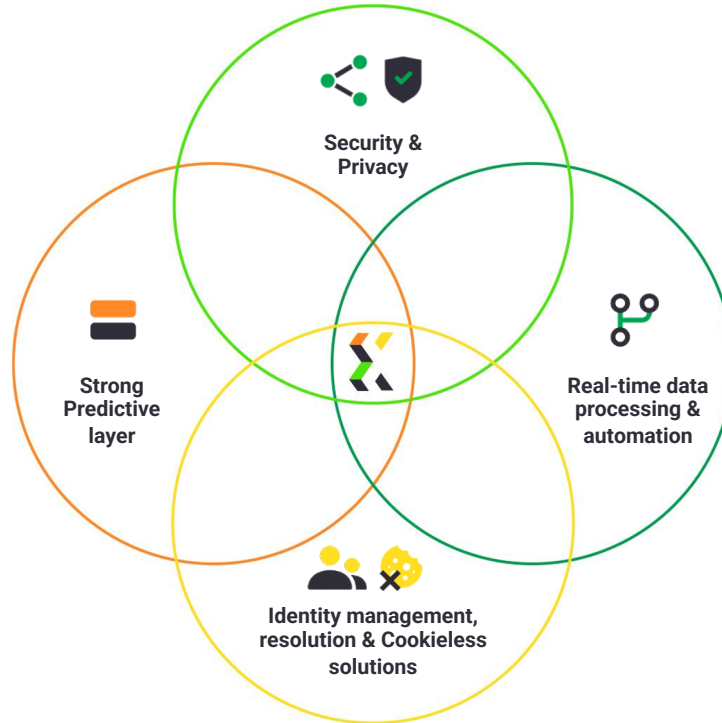
Panel





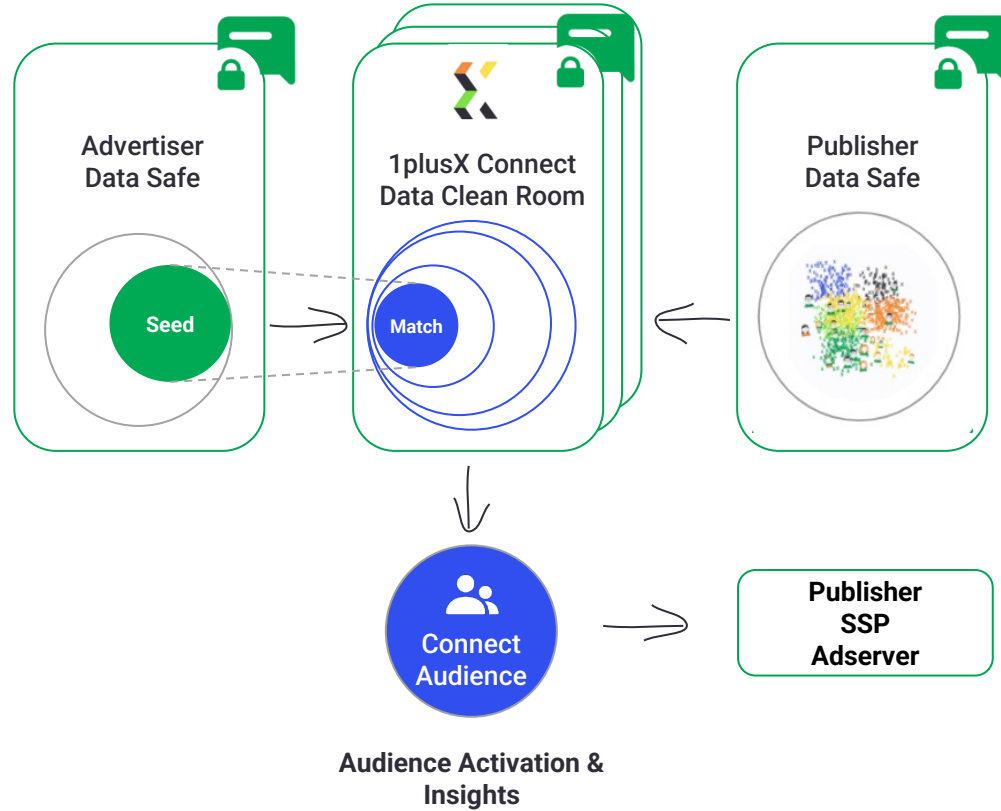


Fundamente zukünftiger Daten-Kollaboration



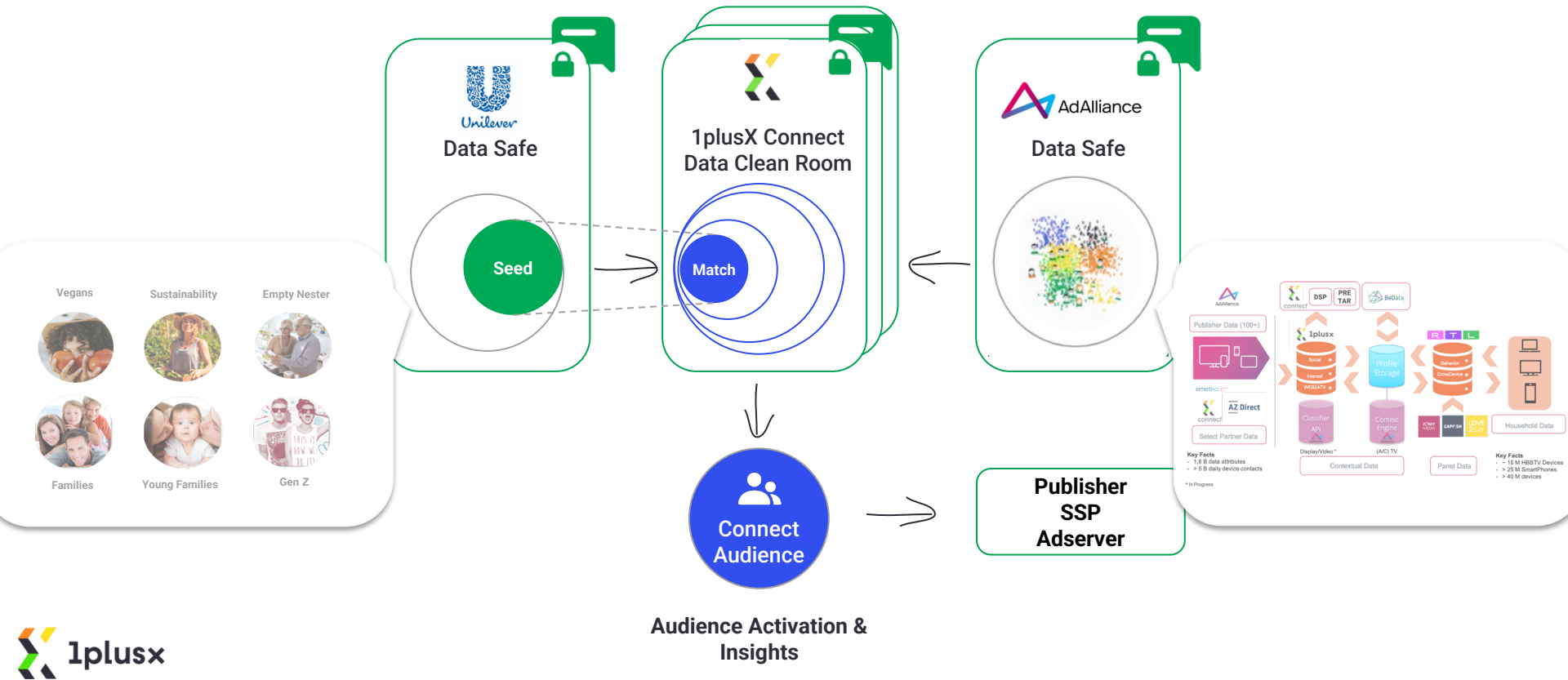


1plusX Connect: 'Building Data Bridges'





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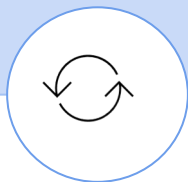


Use-Case Maturity Matrix mit aufsteigender Komplexität

Generate match rates of collaborated 1p data



Scale efficiency by effective frequency capping & look-a-like modeling



Generate quality insights on pre-built audiences



Use Connect to **bridge cross-devices** beyond digital only



Use Connect to **scale interoperability** across our ID Tech landscape.



Focus on:

Matching Data

Retargeting and
High Quality
Reach

Generating
Insights

Omni-Channel

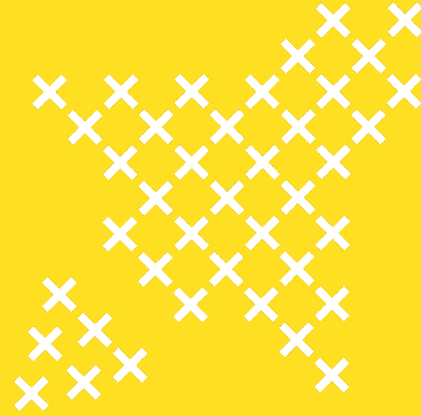
Cross Identifier



Panel



Q&A





Danke!



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