

## Web & Social Data

# Building a Unified Web & Social Data Strategy for a Cookieless Future



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**What is your biggest challenge in building a unified web and social data strategy?**

## Question 1

**Reimagine web analytics and social data collection without third-party cookies.**



Q&A

## Question 2

**Integrate first-party CRM data, consent-based identifiers, and zero-party data to drive effective targeting.**



Q&A



## Question 3

**Explore how social media customer service and interaction data can enrich customer profiles and improve satisfaction.**



Q&A



Q&A

**Q&A**