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Progress towards programmatic media transparency: what marketers can do today

Since the publication of the PWC/ISBA report into the programmatic supply chain, many advertisers remain wary about investing more in online programmatic buying.

Some have stepped back altogether. So what can marketers do today? How can you regain control and gain visibility of exactly what your media dollars are paying for? Being able to track impressions from the buy side through to the publisher will be a critical part of the answer. Join us for this AANA webinar where we share answers on how you can do this. Hear from Ashley MacKenzie, CEO Fenestra (UK), Jason Denny, GM Commercial Operations, News Australia and Darren Woolley, Managing Director, Trinity P3 for a frank conversation and practical advice on what is possible for marketers today.

Forum Date: Wednesday 7 October 2020 at 4:00 PM (AEST)

Guest speakers:



Ashley MacKenzie
CEO, Fenestra (UK)



Jason Denny
GM Commercial Operations, News Corp Australia



Darren Woolley
Managing Director, Trinity P3



John Broome
CEO, AANA (Host)

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