



Finding New Audiences Post GDPR

By Matthew Read - Head of Digital Marketing

22 NOVEMBER 2018

jellyfish
CONNECT



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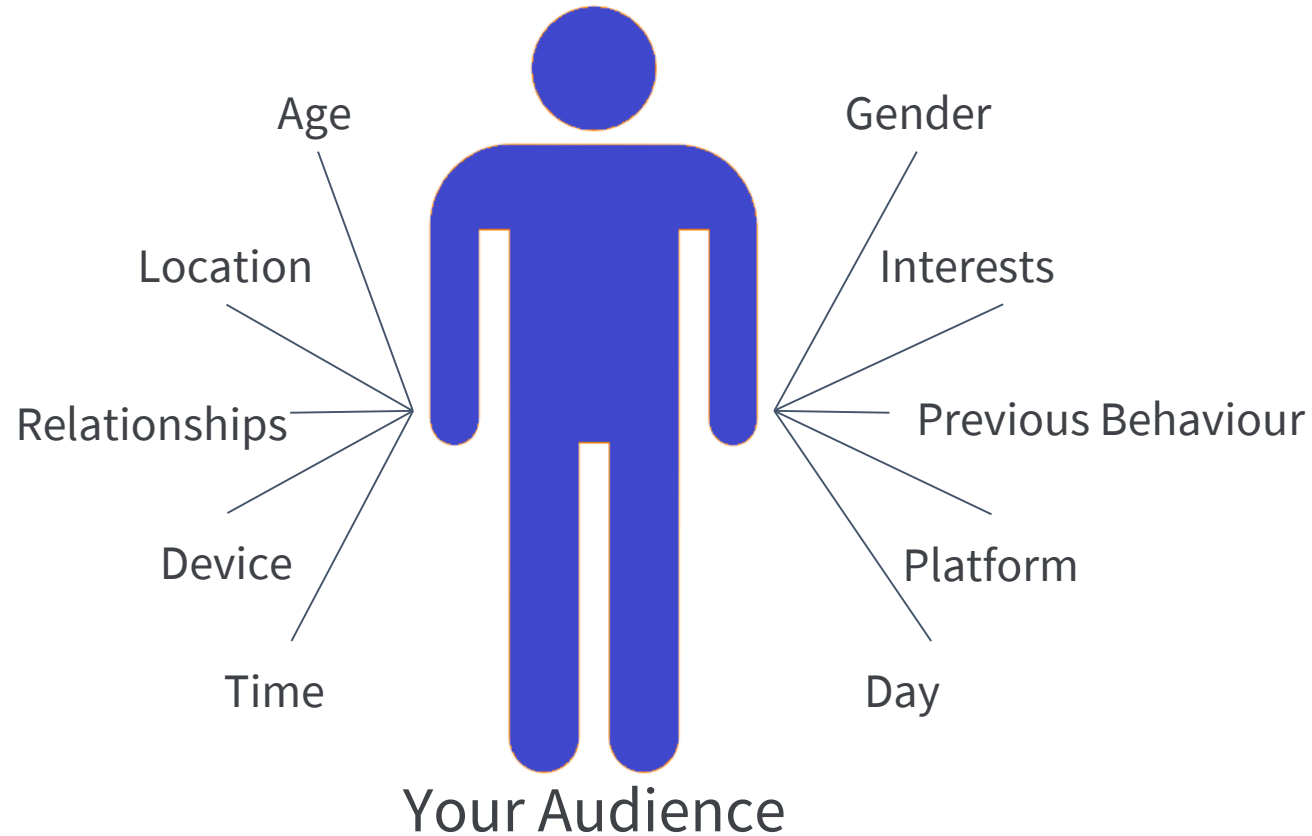


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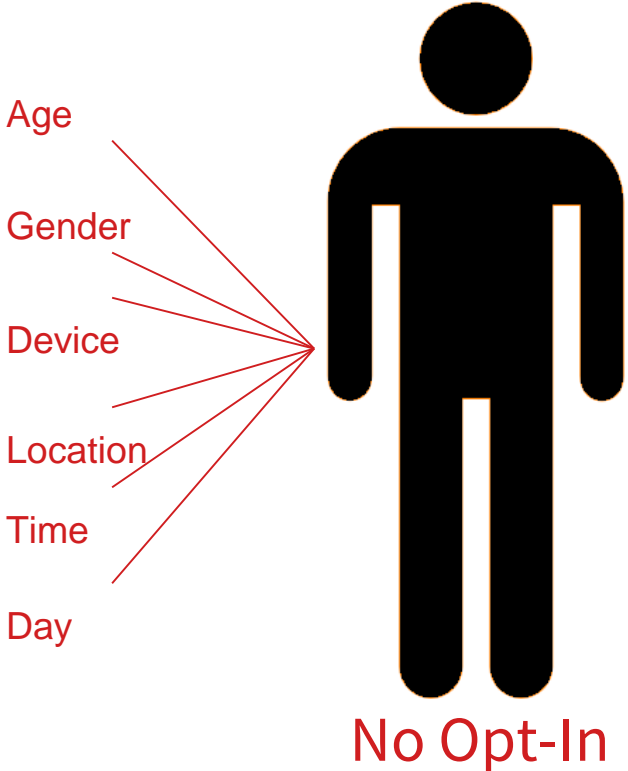
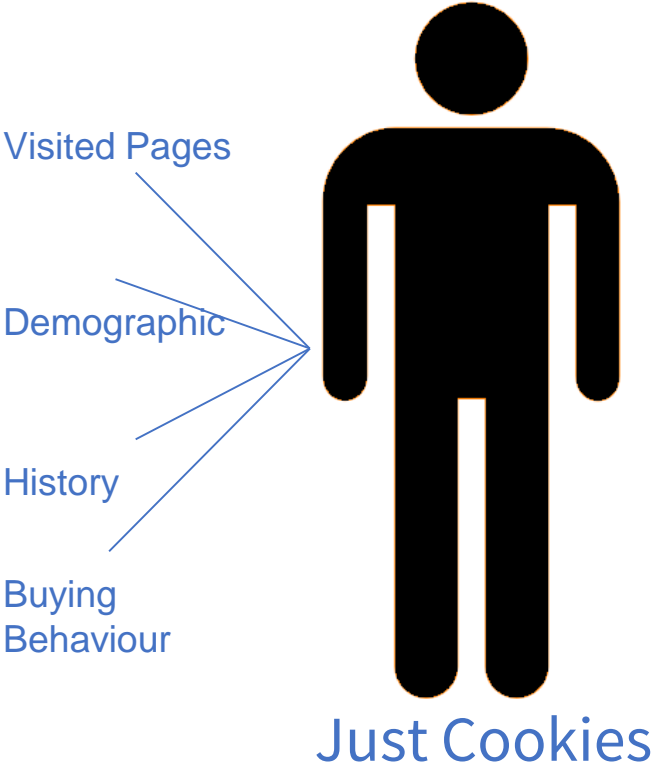
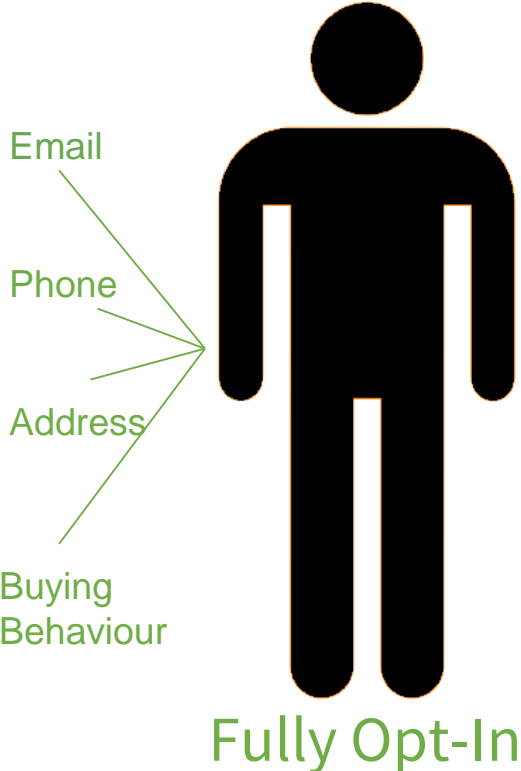
Opt-Out

Finding New Reaching Your Audiences Post GDPR



“How do we reach our audience, post GDPR?”

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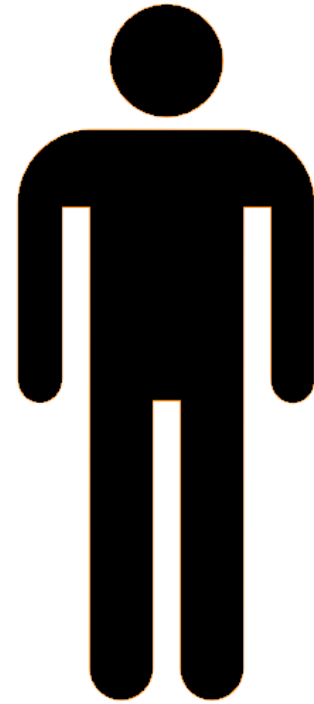
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Remarketing

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Google Ads



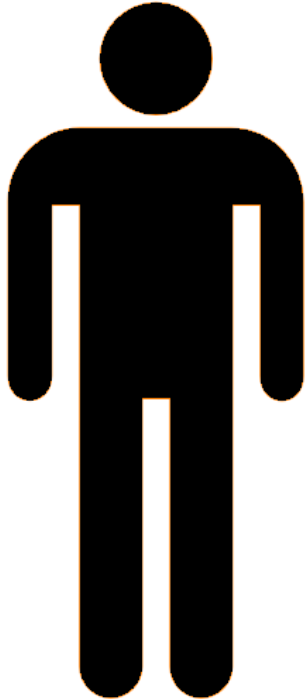
Ads



Gmail Ads
by Google



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Ads



No Opt-In

Bing ads



Advertising

You Tube

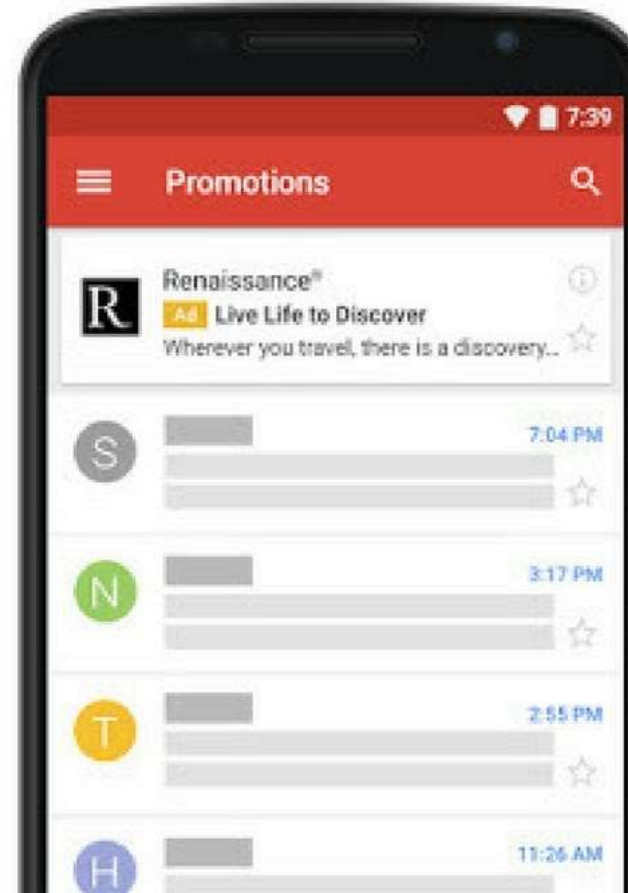
Advertising

YAHOO!
ADVERTISING

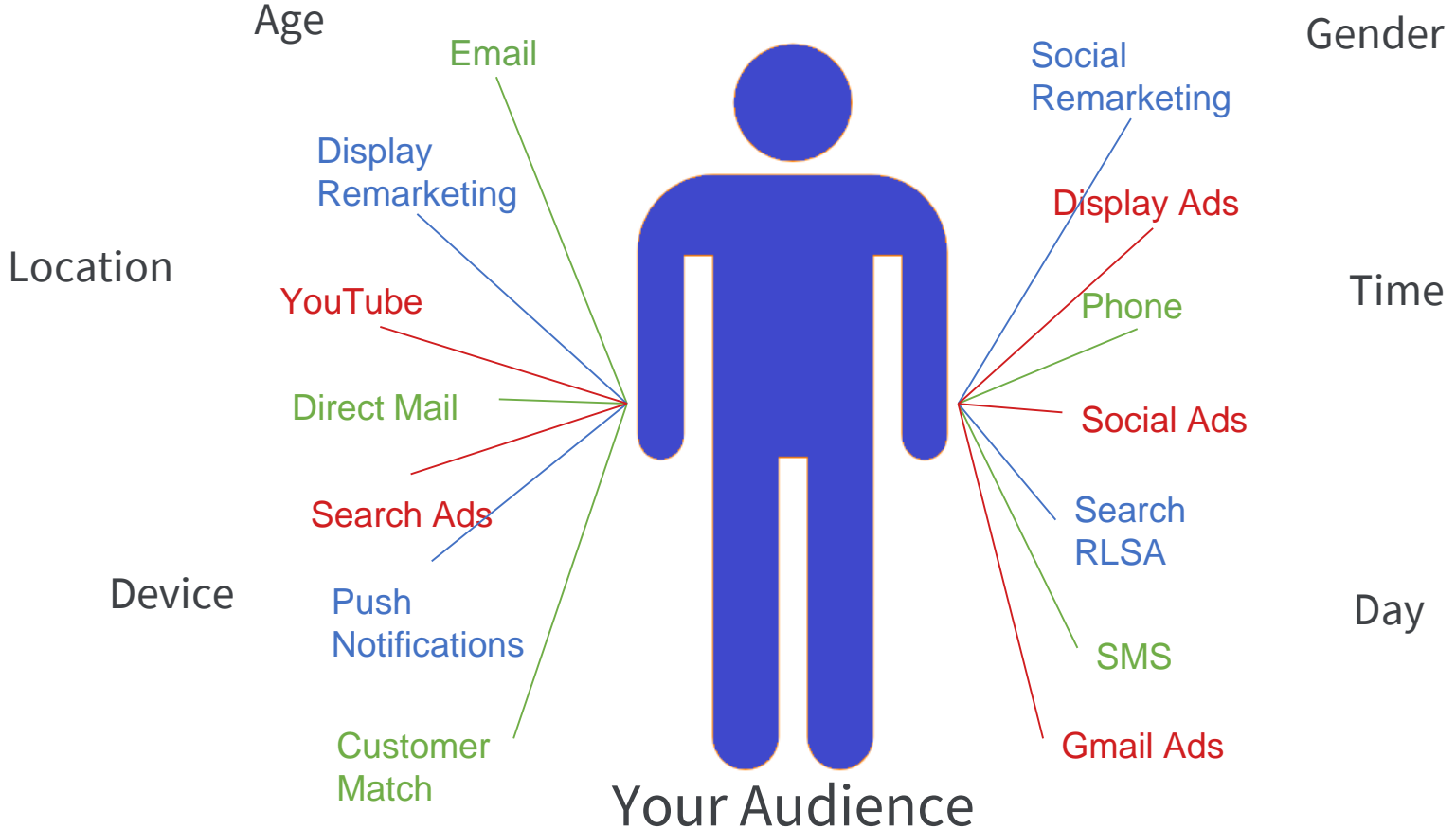
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Ads



Finding New Reaching Your Audiences Post GDPR



“Your audience is still there, we just have to change the way we reach them”



Thank you

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