



The Great Collab:

**Rearchitecting Digital Marketing to
Harmonize Privacy, Personalization, and
Community**



Futilely studying jazz guitar improvisation

Binged on
THE CROWN

Shops for groceries off his last order

freshdirect

Loves his 1.7M
MARRIOTT BONVOY
points, mostly
because of the way
he's greeted at the
front desks

Cooks healthy
Instant Pot meals



Wonders how
ASH & ERIE
knows he's a short guy



Got phished once,
wonders whether there's
a big hack in his future

"Accidentally" stumbled on a porn
site and is scared someone will
see those

XXX

emails in his inbox

Not crazy about
Zappos
.com

ads for shoes he
just bought

Gets crazy when no

zipcar
is available



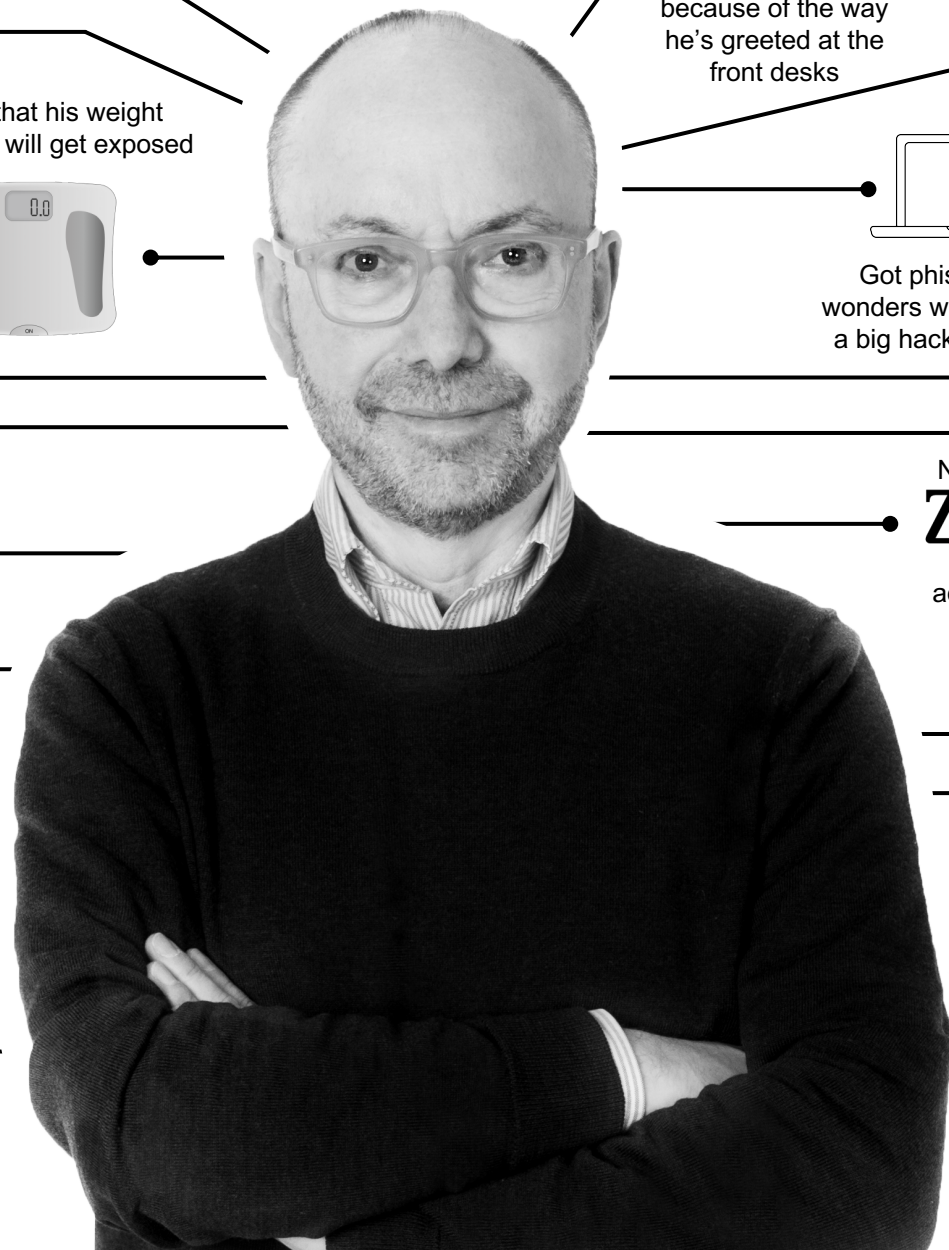
Can't stand all those
SPANX
ads following
him around

Redecorated his home
with deco and mid-
century modern doodads
found on

ebay



Loves mixing craft
cocktails (but trying to
lose 10lbs before
resuming)



Halfway through
THE MANDALORIAN

Worries that his weight
fluctuations will get exposed



Gets a monthly espresso
bean delivery from

BEAN BOX



MACK WELDON
underwear

Hates being
trolled on



Posts photos of
birds and fish
on Instagram



Wonders where
Jeff Buchan got
those cool shoes

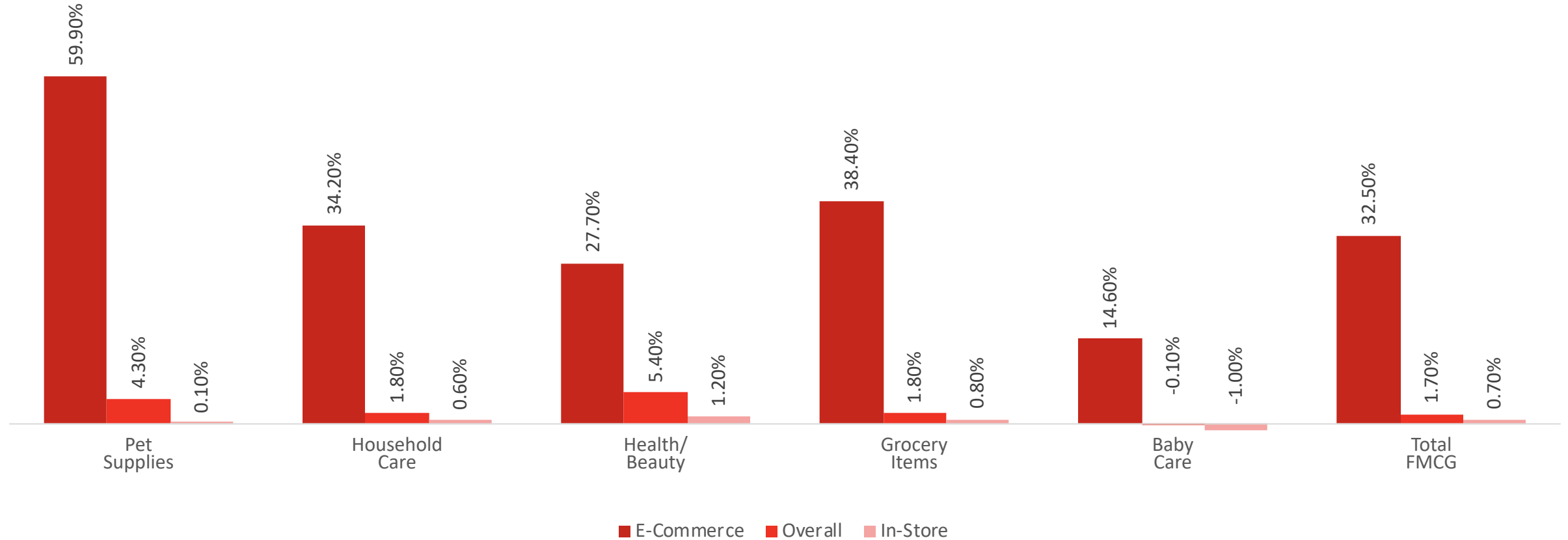


Alexa wakes him up
each morning with a
weather report

iab.

What CPGs are Growing Fastest Online?

(3-Year Compound Annual Growth Rate)



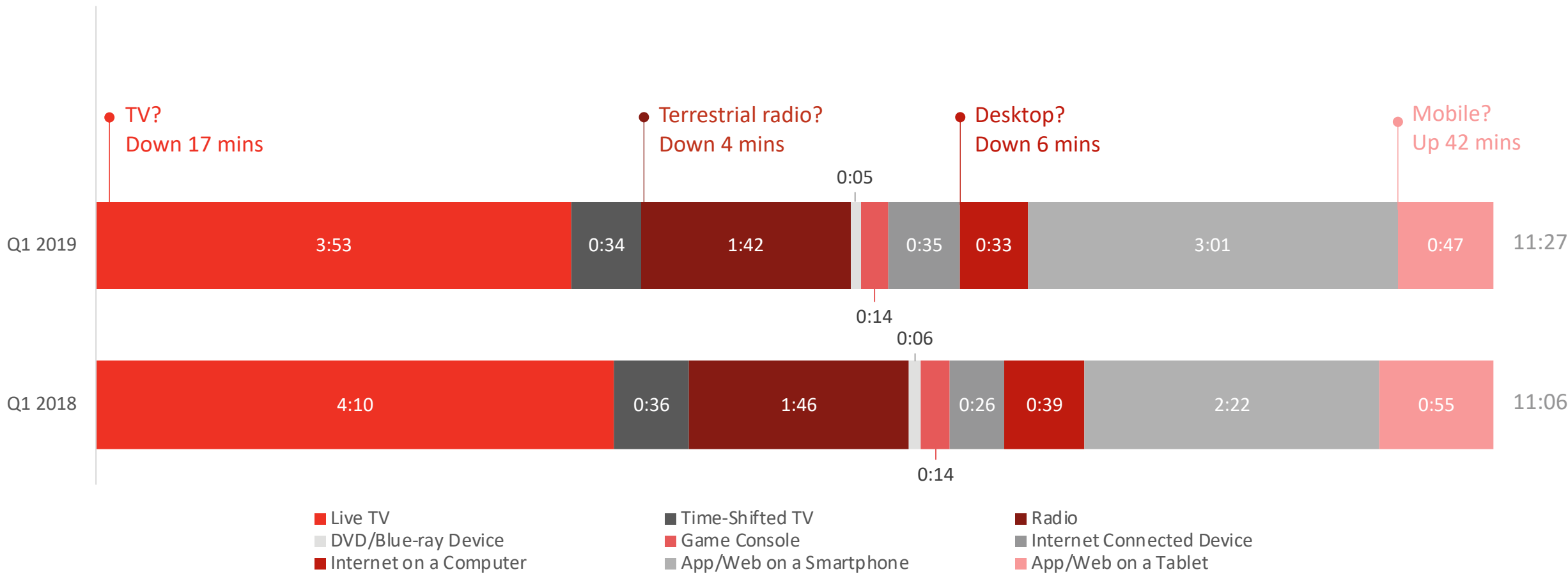
IAB Brand Members



Daily Time Spent Consuming Media is +21 Min Y/Y

Average Time Spent per Adult 18+ Per Day

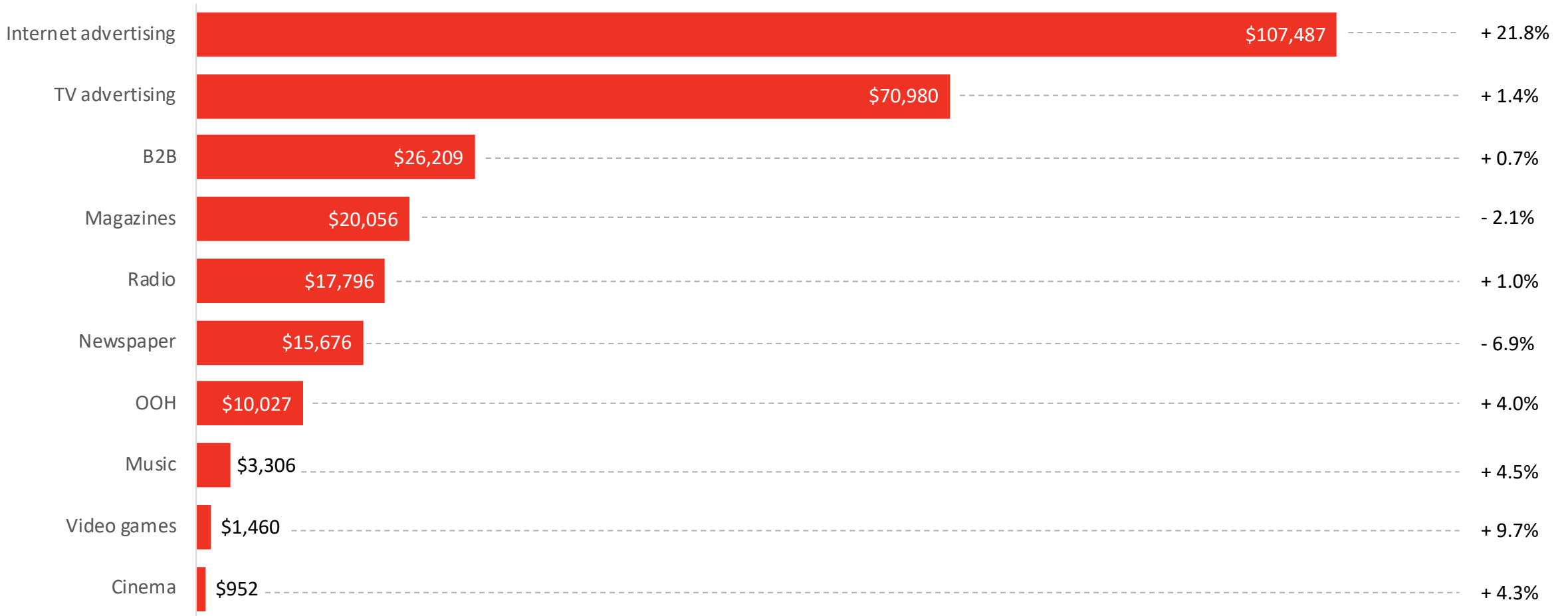
Based on Total U.S. Population



Advertising Market Share by Media

(2018, millions)

FY17–FY18 growth



rearc@iab.com