

MÁRKAÉPÍTÉS 2026 KONFERENCIA

Embertelen szép? Embertelen jó?

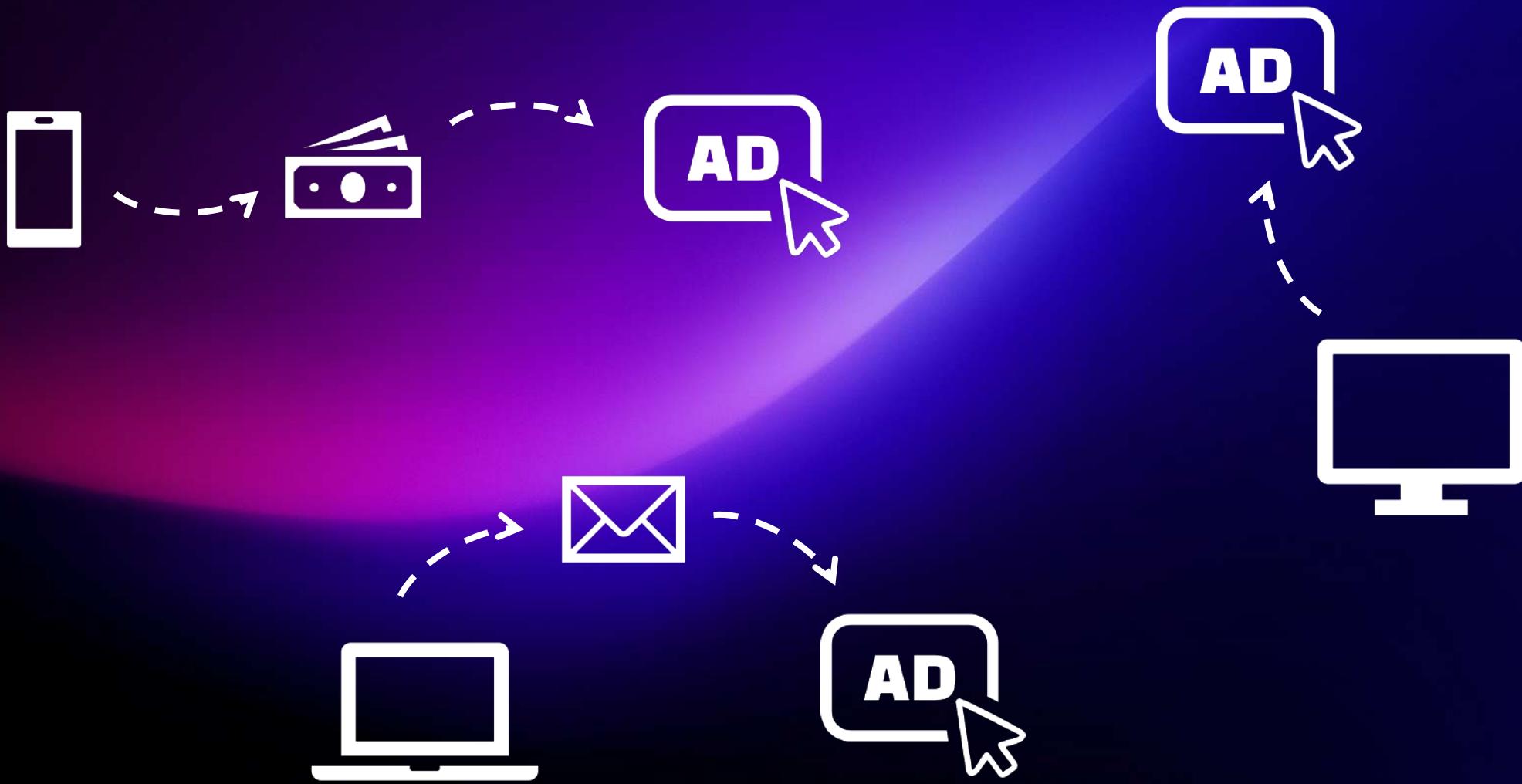
Brandexcellence az AI korában

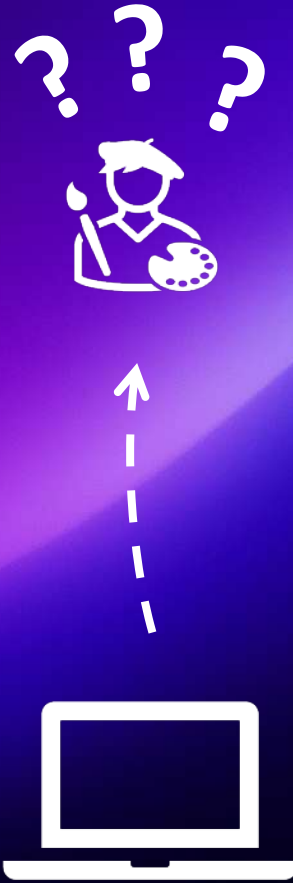
Connected Identity

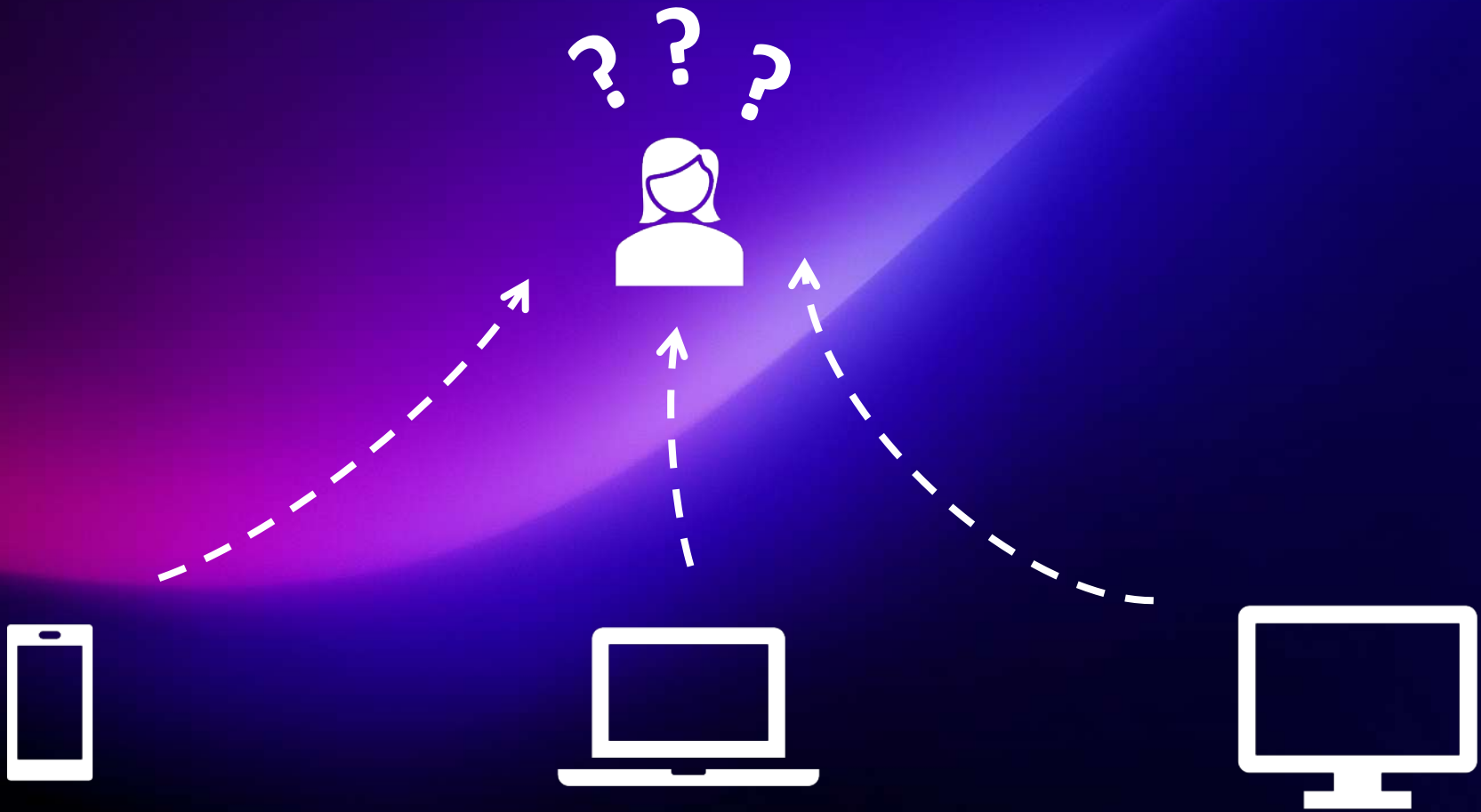
Greifenstein Jakab

Publicis Groupe Hungary









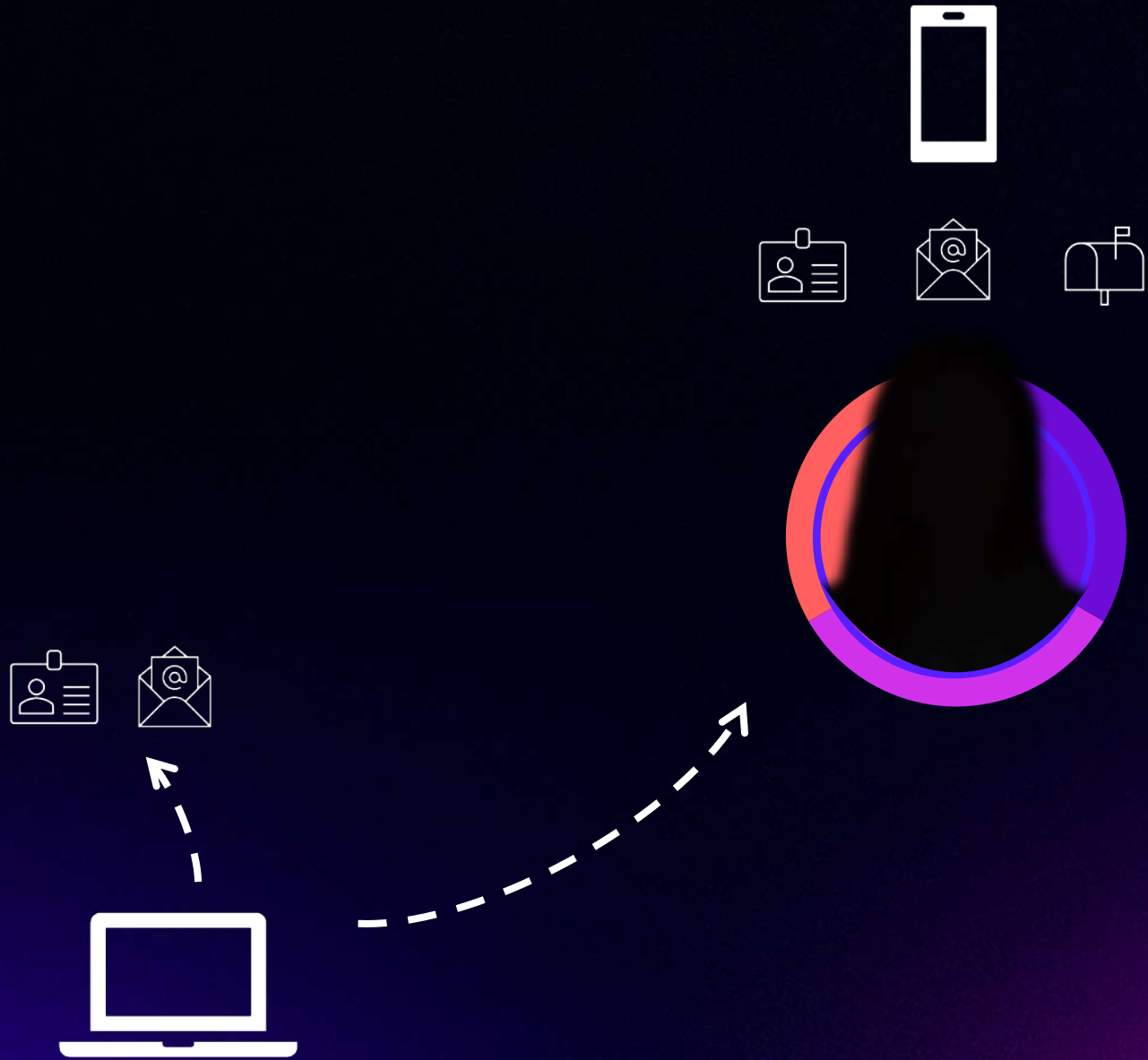
Connected Identity

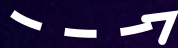
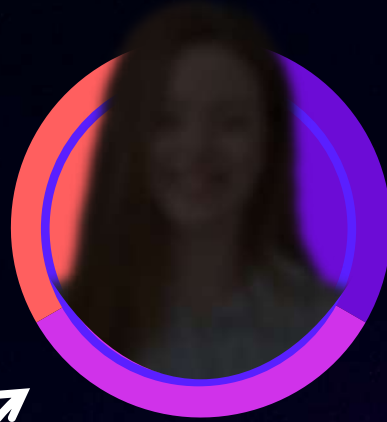
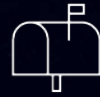
 **Connected Identity**

=

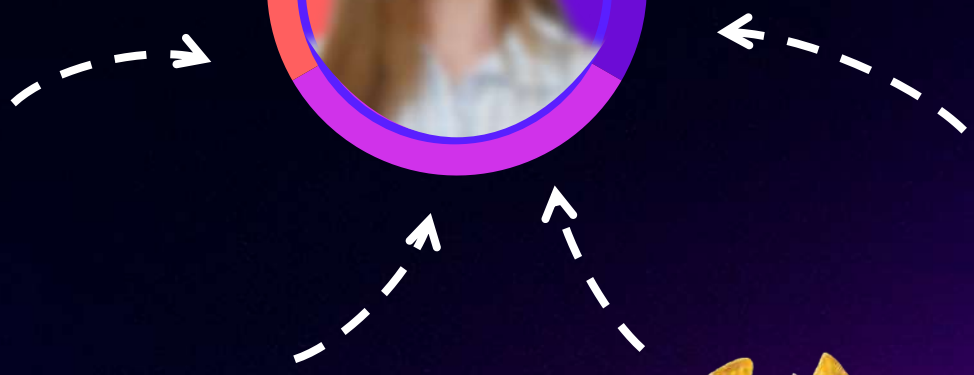
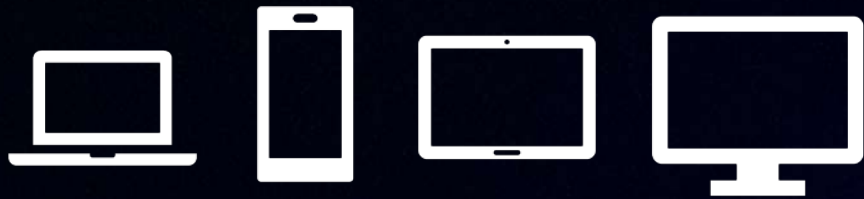
Identity Resolution













3560#4

ID C9036#2

ID R8643#6

ID A6402#5

ID F2741#8

ID C8590#3

ID T7814#1

ID M5189#7

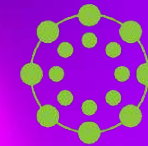
ID C0927#9

/LiveRamp



Epsilon®

Retargetly



LOTAME™



Connected Identity



**identity-
informed**



**identity-
activated**



**identity-
driven**



**identity-
measured**

Connected Identity > Observed



TGI > Claimed

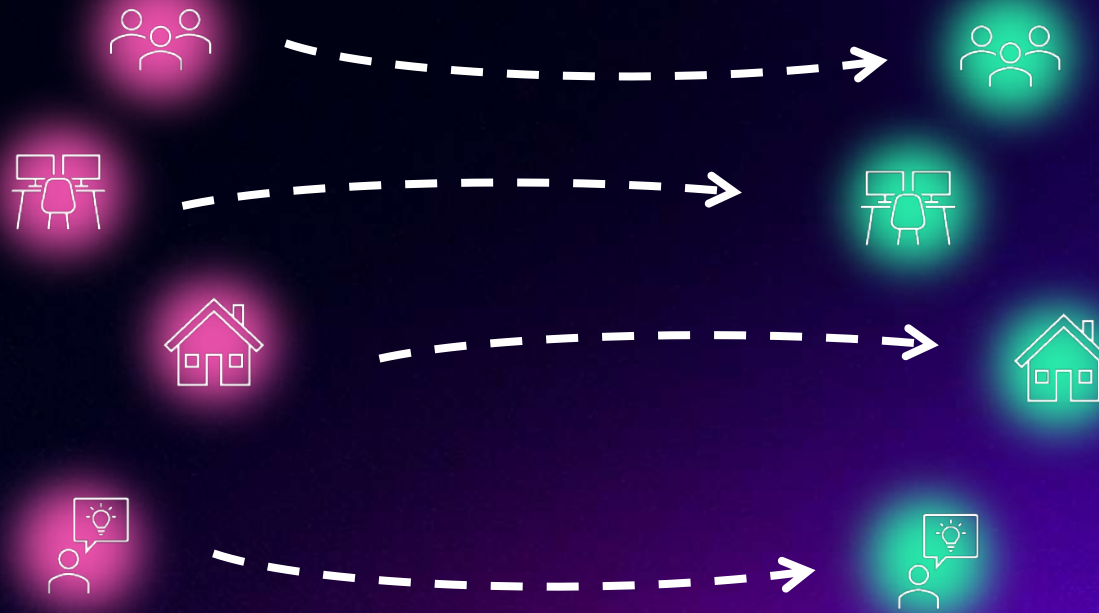


GWI.

Connected ID

“I aim planning to buy an SUV in the next 12 months”

SUV Buyer 12m+



identity-driven



NEW
CUSTOMER
FEMALE
34YRS
NEW KITTEN

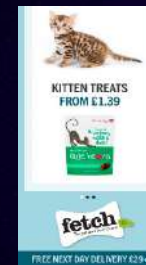
LIFESTYLE



LIFESTYLE



HYBRID



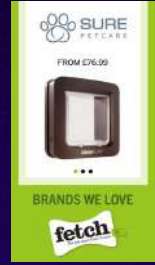
PRODUCT



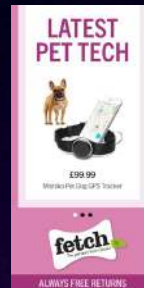
PROMO



PRODUCT



EXISTING
CUSTOMER
FEMALE 27YRS
PUG OWNER



PRODUCT



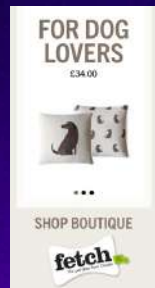
PARTNER FUNDED



SOCIAL



PROMO



PRODUCT



HYBRID



CONTROL AD

Neutral Ad

LIVE CAMPAIGN AD



CONTROL
CONVERSION
RATE

% LIFT
TEST
CONVERSION
RATE





PUBLICIS
GROUPE

Thank you