

Digital Advertising : The King is Dead, Long Live the King!



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About GIM

- Founded In 2009
- Specialised in **Digital Marketing, E-Commerce** and **Consulting**
- SEO Pioneer in Greece
- Google Premier Partner & Facebook Preferred Partner
- More than 20 in-house Marketing Experts

Privacy First Web!



Privacy First Web

- Privacy & Personal Data became more important than ever
- Cookie-less Future
- iOS 14.5 Update (& more to come)

iOS 14.5 Reaction



87%

Opt-out

Back To Basics!



Back To Basics!

- Effective & Innovative Strategy with less personal data
- Competition among Brands becomes a big deal
- Digital Habits & Customer Behaviour is a living & breathing organism

Action

Plan



Action Plan – What's Next?

- Business Transformation Consulting
- Back To Basics – Know Your Business & Your Customer
- Content & Community Management is Game Changer
- First Party Data
- GA4, Server-Side Tracking & other ways

Still More Data

than the other Sources

Are you Eligible for a Free Consultation?

Let's talk!

Thank you!

The logo for GIM (Greek Internet Marketing) features the letters 'GIM' in a bold, sans-serif font. The 'G' is a large, dark blue letter. The 'I' is a tall, dark blue vertical bar. The 'M' is composed of two dark blue vertical bars with a dark blue horizontal bar connecting them at the top. The top-right portion of the 'M' is filled with a gradient of orange and red colors.

GREEK INTERNET MARKETING

DIGITAL MARKETING - E-COMMERCE - CONSULTING