

4 STRATEGIC SHIFTS

How to get the best out of your data, ads and AI



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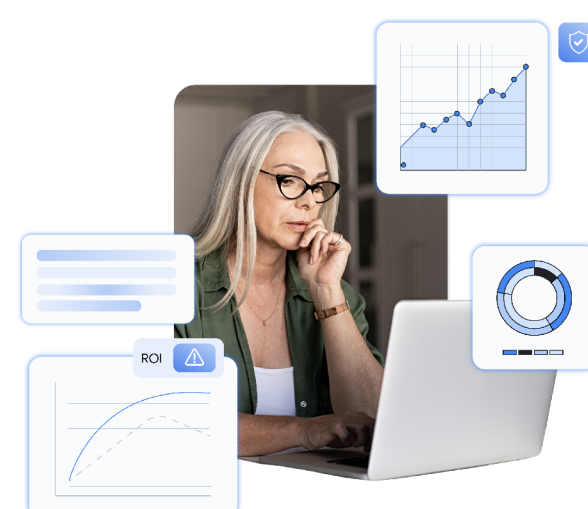


Why modern ads need more showmanship

If you want to grow, you have to put on a show. [Marketing expert Orlando Wood explains](#) why showmanship builds the trust, the fame and the pricing power.

Stop being a passive recipient of your data

If you feed your tools flawed information, it'll learn the wrong lessons. We sat down with Google experts as [they break down the importance of governing your data](#).



Marabou shares its timeless marketing strategy

What's the secret to the brand's century-long endurance? Consistency. [Helene Moland Daly guides us](#) through its three marketing pillars.

Beyond the prompt: Why the future of AI is agentic

It's time to treat AI agents like a team that handles the work, while you focus on the big-picture strategy. [Get the guidance you need](#).



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