

Rick van Boekel, CEO of DQ&A Media Group, grades the predictions he made last year

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[Rick van Boekel](#), CEO of DQ&A Media Group, grades the predictions he made last year about privacy compliance, programmatic media buying and other hot digital marketing topics.



Which tech predictions will come true this year? [Looking back on his predictions he made for 2013:](#)

1. Creation of cross-channel engagement strategy and optimisation: the silos have to merge in order to optimise data-driven insights.

Creating a platform that will give us a dashboard to compare all data from different media will be the biggest challenge. We do see that more and more customers are looking for integrated information and we are using the features of the Google stack to help them in this area. By using the floodlight tagging system through all channels, the most important part - being able to measure cross-channel - is guaranteed at a level no other platform can facilitate. At the same moment we're rolling out our business intelligence solutions to be able to translate the captured data into actionable insights.

2. Privacy compliance: we need to adjust our reference framework!

Although we expected a lot of things to happen in this area, it actually stayed relatively calm. Publishers and advertisers are following the guidelines and we're adjusting our framework when it comes to complying to the privacy guidelines. The proposed new legal framework for the protection of personal data in the EU needs further detailing. Although some big players in the industry are adjusting their framework already. DoubleClick for Publisher is introducing cookieless ad serving. And in the most recent release of Mozilla's web browser, Firefox, the default setting is not to accept third party cookies. Still the need for an industry-wide solution and agreement is wanted. The IAB is heavily involved at the European Council to guide ePrivacy legislation that can be adapted by the industry without doing harm. The term pseudonymous data is playing a big part in this. [Read more on this topic.](#)

What do you think, is the merge on his way? Is the Google Stack delivering this integrated information?

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