



**Your campaign is irrelevant:
How do you avoid being left
behind?**



**Do marketers take
advantage a publishers'
deep knowledge of their
audience to ensure their
campaign is relevant?**



**Are you wasting your
money by driving irrelevant
traffic to irrelevant
websites?**





**So what happens when you
campaign is over?**





**Are brands become
publishers and publishers
becoming irrelevant to the
success of a campaign?**



**Is technology to the answer
to the next big idea?**

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