

LeadsCon

DATE

March 3, 2015

Todd Vare was a speaker at LeadsCon in Las Vegas on March 3. LeadsCon showcases companies engaged in innovative vertical media, targeted advertising and direct response marketing. Todd was part of a panel discussion on "Unlocking Customer Insights: Better Data for Making Better Brand Decisions" with Ross Shanken founder & CEO of LeadiD; Michael Foster, vice president, demand platform of MediaAlpha; and Don Loonam, CEO of AcademixDirect. Todd's comments focused on minimizing legal liabilities associated with collecting, aggregating, manipulating and combining consumer data from various sources, including how to follow the regulatory frameworks of governmental agencies such as the Federal Trade Commission (FTC) and guidelines established by advertising and marketing industry groups.