

# #LetsTalkDigital: Brands operationalising first party data with Nicholas Leighton

As digital advertising shifts from third-party identifiers toward a privacy-driven approach, investing in first-party data is a strategy that can help marketers easily adapt.

My guest this week is Nicholas Leighton, account executive at Adobe South Africa, and we will be talking about how brands can operationalise first-party data.

Adopting a first-party data strategy requires a more staged approach. It should form part of your digital marketing maturity journey in addressing the four accelerators to change. In this episode we get to explore the different options available to marketers and discuss a more practical approach for brands to consider.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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