



**THE IAB TECH LAB VIRTUAL OPEN FORUM**  
**Ad Experiences and Measurement**  
20 August 2020

**Event Assets**

Thank you to all who attended this IAB SA webinar, and a special thanks to our expert speakers and panel of specialists for so graciously and willingly sharing their knowledge and insights.

And hearty congratulations to **Vuyiswa Manda, Founder of Sublime Marketing**, who won the R16 000 UCT online bursary sponsored by GetSmarter, a brand of 2U Inc!

We are pleased to be able to share with you both the Zoom webinar recording of the event, as well as our speaker presentations from the event.

The IAB SA partnered with the IAB Tech Lab on Thursday 20 August 2020 to invite industry experts to an open, interactive forum to tackle pressing issues relating to ad experiences and measurement.

The **following international speakers from IAB Tech Lab** shared their insights on these topics, as well as the technical standards that enable improvements in measurement and experiences:



**Alexandra Salomon**  
IAB Tech Lab Head of Global  
Business Development



**Angelina Eng**  
VP Measurement and Attribution  
IAB & IAB Tech Lab



**Amit Shetty**  
Sr. Director, Product IAB Tech Lab

**Our South African panel of specialists** continued the discussion and answered questions from our audience. They were:



**Audrey Naidoo**  
Head of Digital Marketing, ABSA



**Vincent Maher**  
Group Enablement Head,  
Multichoice



**Imraan Rajab**  
COO, Mediacom



**Charmaine Kruger**  
Measurement Specialist,  
Google



**Andrew Smit**  
Head of Data Solutions,  
Incubeta



**Ricky Veiera**  
Ad Operations Director, Rook  
Digital Media

**ANGELINA ENG'S  
PRESENTATION:  
Ad Experiences & Measurement**

**AMIT SHETTY'S PRESENTATION:  
Tech Standards that Enable  
Improvements in Ad Experiences &  
Measurement**

**ZOOM WEBINAR VIDEO  
RECORDING**

**MORE INFORMATION ON IAB  
TECH LAB**

**THANK YOU TO OUR IAB INSIGHT EVENT PARTNERS**

