

Can Advertisers Still Trust Facebook? An Interview with Facebook's Carolyn Everson

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eMarketer Editors

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In the wake of the Cambridge Analytica controversy and Mark Zuckerberg's testimony on Capitol Hill, eMarketer sat down with Carolyn Everson, vice president of global marketing at Facebook, to discuss the company's relationship with advertisers and how it is working to balance targeted advertising and privacy.

Can highly personalized targeting and user privacy coexist? "We believe it can," said Everson. But it will require the company to do a better job educating consumers, "and giving consumers full control of how that advertising experience—and the overall experience with their own data—plays out."

And, she argued, it's not only an issue for Facebook but one that is faced industry-wide.

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