

A man in a dark suit and light blue shirt is speaking into a microphone, holding a small black device in his raised right hand. The background is a textured wall with blue and white lighting.

Pivot to personalization: How to have one-on-one conversations at scale

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Mike Armstrong, brand strategy lead at Google, spoke at [AToMiCon 2018](#) about how personalization is dramatically changing the marketing landscape. Products and services are more personalized than ever before, but most advertising is still designed for a mass audience.

See how you can use better targeting, better context, and better storytelling to have one-on-one conversations at scale.

