

LONDON--([BUSINESS WIRE](#))--Ghostery, Inc. a global marketing technology company that provides online transparency and control to individuals and businesses, announced today that it will host a live complimentary webinar entitled, "[Guide to Marketing Cloud Management with Equifax](#)," on Wednesday, May 7, from 2:00 PM to 3:00 PM ET. This will be Ghostery's first of three webinars focused on Marketing Cloud Management (MCM). Registration is available on a dedicated page within the Ghostery website, [here](#).

This first webinar in the series will feature [Nicole Keiter](#), Director of Media Strategy & Optimization at Equifax, along with [Amy King](#), VP of Product Marketing at Ghostery Enterprise, describing how Equifax is achieving greater success with its marketing strategy by better managing its marketing cloud. Both participants will share insights on how enterprises can avoid the real risks of an out-of-control marketing cloud with proper management, and successfully navigate a constantly changing digital marketing landscape.

The webinar will specifically cover:

- How to assess the health of your current marketing cloud
- How to best manage the many technologies that drive your online business

For more information and to register for the webinar, visit [Guide to Marketing Cloud Management with Equifax](#).

More than 30 million people rely on the Ghostery browser plug-in to see what technologies collect their data and target marketing messages to them. More than 15 million of these Ghostery users have opted-in to contribute anonymous data about the marketing technologies they encounter across websites and devices globally. The information collected from the panel - known as the Ghostrank panel - supports an entirely new discipline for Ghostery, Inc.'s business customers: [Marketing Cloud Management \(MCM\)](#).

Ghostery MCM provides business analytics to help enterprises gain control of their third-party vendors, stemming data loss, security risks, and site latency. Ghostery MCM is already being deployed by 50 other brands in addition to Equifax, including: InterContinental Hotels Group (IHG), Proctor & Gamble, and Telegraaf Media.

About Ghostery, Inc.

Ghostery, Inc. is a global marketing technology company that provides online transparency and control to individuals and businesses. Millions of people around the world have installed Ghostery's easy to use browser plug-in to see and manage the information they share with companies online. Ghostery Enterprise puts the same power in the hands of professionals and enterprises. Ghostery Enterprise's Marketing Cloud Management software enables enterprises to better manage their marketing cloud, improving data governance, site performance and vendor management. Ghostery Enterprise also offers privacy governance to enterprises, ensuring that companies comply with privacy standards and offer transparency to online users.

For more information, please visit: www.ghostery.com and www.ghosteryenterprise.com

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