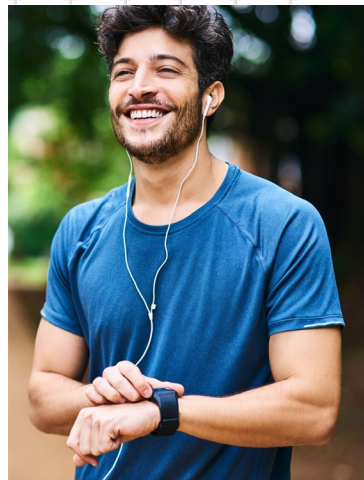
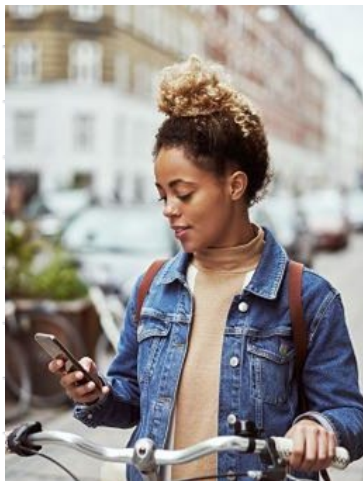


**Quantcast**

# Leveling Up Your First-party Data Store

Laura Main

Managing Director, Canada at Quantcast



## QUANTCAST PLATFORM

# Champion a free and open internet

### Publishers

**BDG**

**Forbes**

**BuzzFeed**

Daily **Mail**

**HEARST**

**Rolling Stone**

**leaf**  
GROUP

**lonely planet**

**IMMEDIATE**  
MEDIA

**VICE**

100M+ web and mobile destinations tagged



Measure



Choice

### Marketers

**Adobe**

**DELL**

**GoDaddy**

**British Gas**

**Microsoft**

**TOYOTA**

**slack**

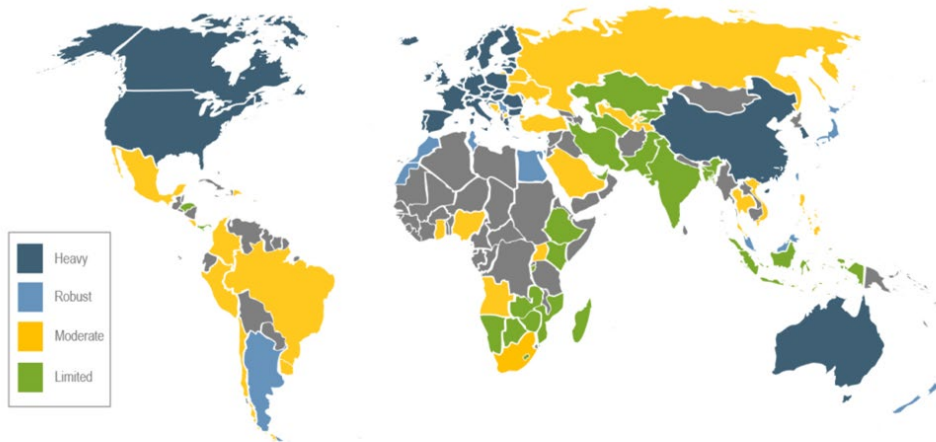
**iProspect**

**sky**

**TD Bank**

**Quantcast**

# The whole world is moving towards privacy and data protection



\*Source: DLA Piper "Data Protection Laws Of the World"

By year-end 2022, more than **1 million** organizations will have appointed a privacy officer (or data protection officer)

By 2023, **65% of the world's population** will have its personal info covered under modern privacy regulations, up from 10% today

# Canada is approaching a privacy-first world



**84% of adults in Canada** are concerned about their personal data being shared with third parties without their consent.

Updated **privacy legislation** will be re-introduced in 2022. Canada's privacy regime will align with GDPR in Europe and the California Consumer Privacy Act (CCPA).

-- *Insider Intelligence's Canada Trends to Watch in 2022*

# Third-party cookies are dying....but this isn't new

## Cookie evolution

### Safari ITP 1.0

1st implementation in iOS 11 & Mac OS. Limitation to 3rd party cookies tracking

### Safari ITP 2.0

Tracking cookies are segmented out and blocked in Safari browser

### Safari ITP 2.2

1st party cookie look-back windows are shortened from 7 days to 24 hrs

### Firefox 67.0.1

Default set to block 3rd party cookies

### Chrome

announces 2022 Cookie phase out

### Chrome

announces 3rd party cookies deprecation delayed to 2023

Q2  
2017



Q3  
2018



Q1  
2019



Q2  
2019



Q1  
2020



Q2  
2021



# Get ahead of the curve



1. Focus on **compliant** 1st party data collection



2. Build strong relationships with consumers



3. Test different **solutions** and measure

**Quantcast**

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# Consent and user privacy must be the foundations



**“The first thing I’m asking when an identity vendor walks through the door is, do they have permission to do the things they say they do.”**

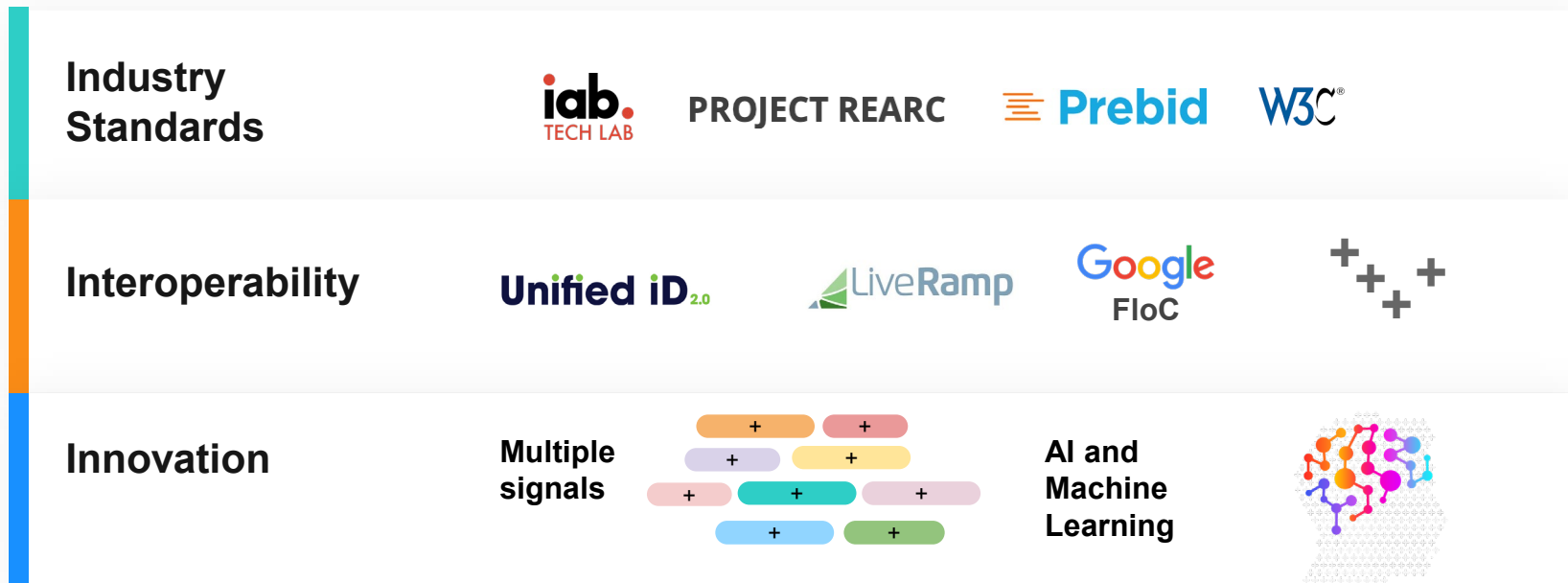
Data & Programmatic Executive - Publisher



**“I am very interested to see an ID solution that works with consent because I haven’t seen one that fully answers that yet.”**

Senior Data & Privacy Officer - Agency

# Best practices for approaching a cookieless future



# Ara TopicMap: A multi-dimensional analysis of the open web

## Scale

Ara gathers and analyzes content from billions of URLs in real-time.

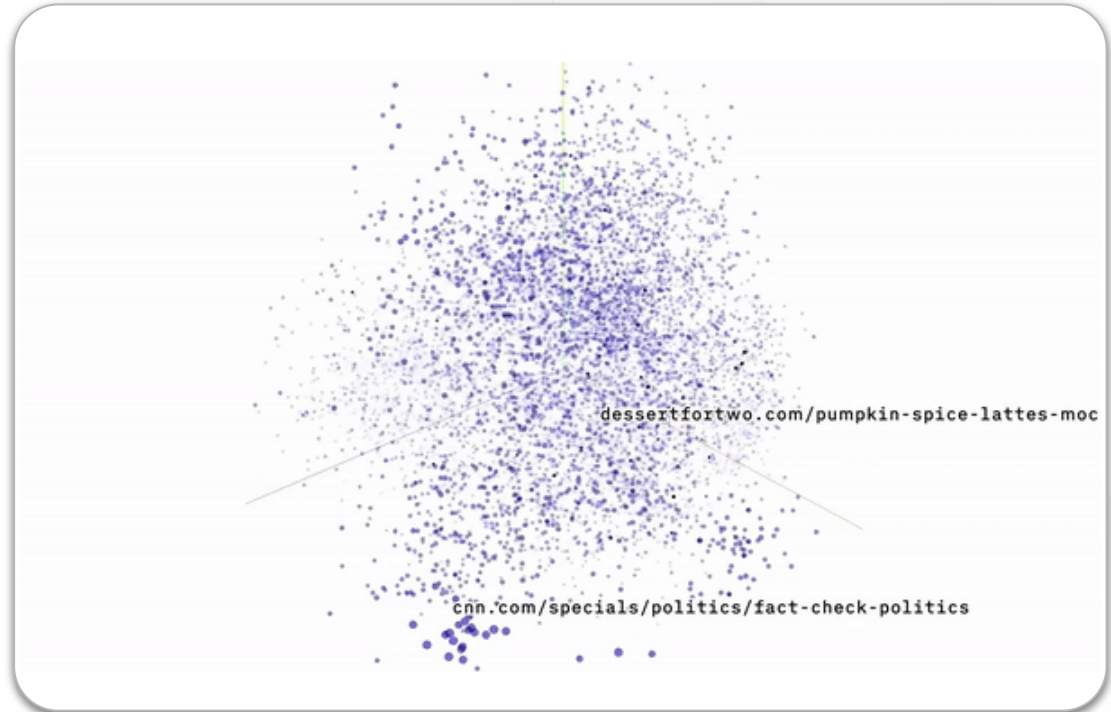
## Real-time categorization

Ara builds an accurate picture of the open web based on contextual and other signals, using natural language processing and machine learning.

## Post-cookie relevance

Ara can understand interest and intent, independent of third-party cookies.

## Quantcast



# Quantcast Competitive Advantage: Our data & AI

*Confidently step into the future with a platform built on years of digital advertising experience.*

## Quantcast Measure

### First-party

Quantcast Measure gives us a unique and exclusive, first-party view of the open internet, with over 100M+ web destinations tagged with first-party tags



### Contextual and Real Time

Using Ara™, we built a multi-dimensional topic map of the internet, which provides high quality contextual signals

## Quantcast Choice

### Consent

Quantcast Choice is one of the leading consent management platforms in Europe, implemented across 3M+ domains.



### Technology

With over 100+ patents, Ara™, our unique AI and machine learning engine, makes sense of complex, multiple signal sets to understand behavioral patterns

Brands will flock to AI-powered audience solutions, fueling 20% of media and advertising growth in 2022.

*-Forrester Predictions 2022: Media and Advertising*

# Thank you!

Laura Main

[laura.main@quantcast.com](mailto:laura.main@quantcast.com)

Managing Director, Canada at Quantcast



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