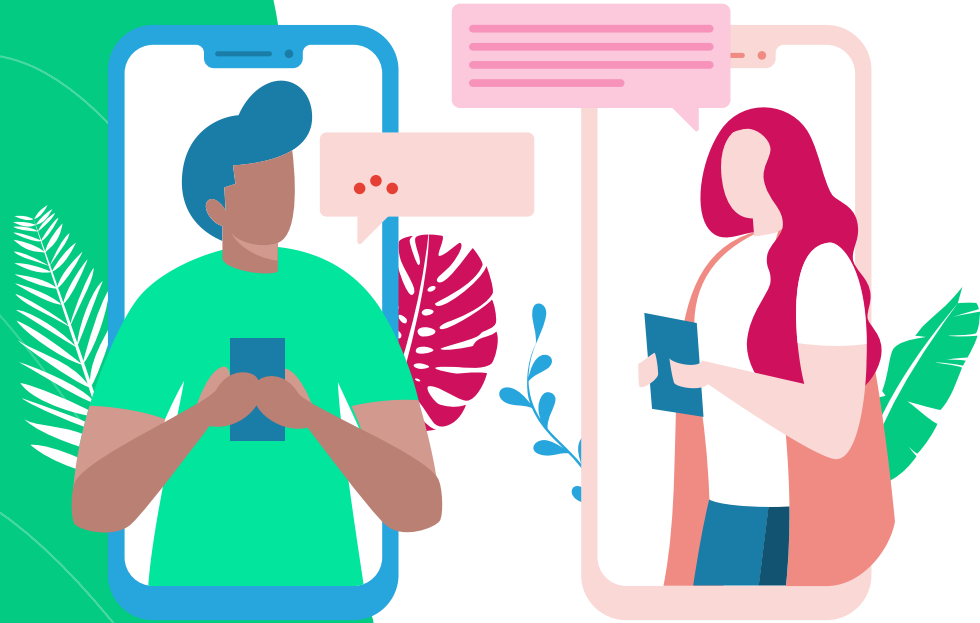


The New Age of Data:

How to effectively
target consumers
across the open web



we're native touch

we're an **advertising technology company**, working with media agencies and brands across **Canada**.

we build proprietary **targeting** solutions, **creative** technology and **measurement** products.

we observe over **50M unique devices/month** from the bidstream, SDKs and server to server integrations.

overview

In the next 15 minutes, we will talk about:

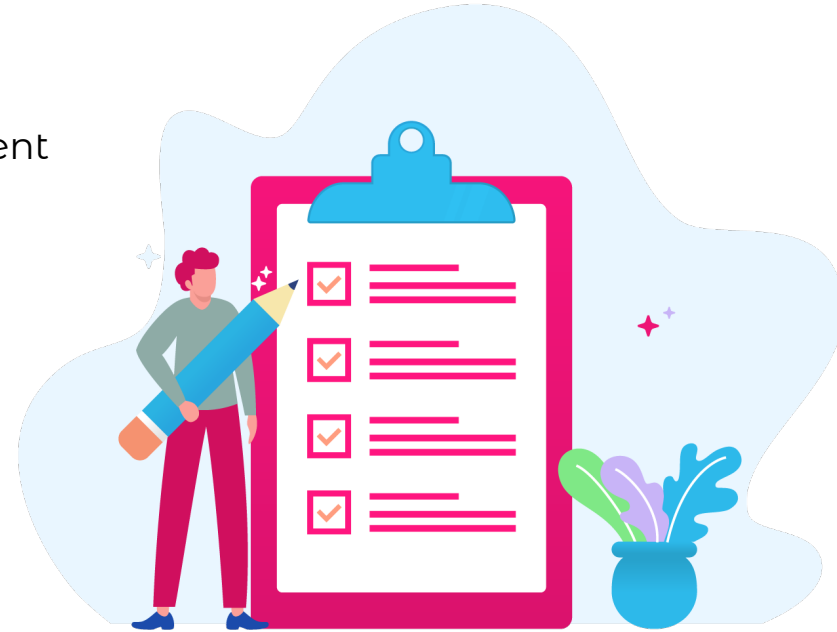
- the rise of user data
- real privacy policies
- what should we be building?



the rise of user data

pre-digital data driven marketing

- linear TV, radio, print and OOH
- panel-based data for targeting and measurement
- limited in scope and scale



rise of smartphones

- wide availability of the internet and **smartphones**
- personal data became available at **scale**
- major shift from panels to **full** addressability
- **rich** data available in **real-time**



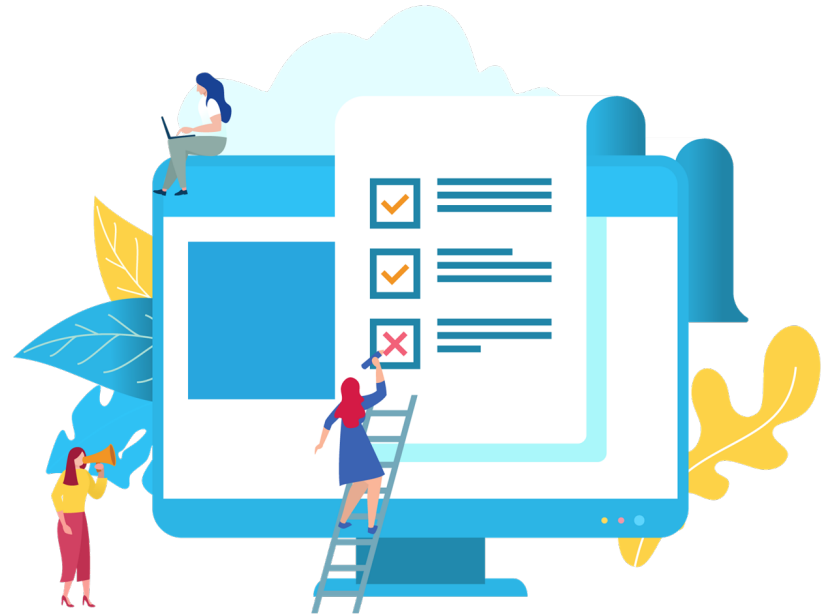
personal data provided better targeting and measurement

- based on site content/context
- location based visits
- social interactions



cookies were good and bad

- a great hack to store behavioral data
- very persistent and tradable
- heavily abused



real privacy policies

recent privacy regulations have altered the digital landscape

2017: safari starts blocking some third-party cookies through introducing ITP protocol

2018: GDPR and other privacy legislation introduced

2019: firefox blocks third party cookies by default, launches new privacy browser

2020: google pledges to ban third-party cookies by 2022 (now delayed until **2024**)

2020: apple rolls out iOS 14

the privacy age

privacy regulations have resulted in a decline of actionable user data, which has seen supply and demand struggle with

- 1:1 audience targeting
- frequency capping
- retargeting
- effective ad measurement



changes to the digital ad industry

- big decline in available data (some publishers are down over 50%)
- limited alternatives to 1:1 audience targeting, frequency capping and accurate attribution



what should we build?

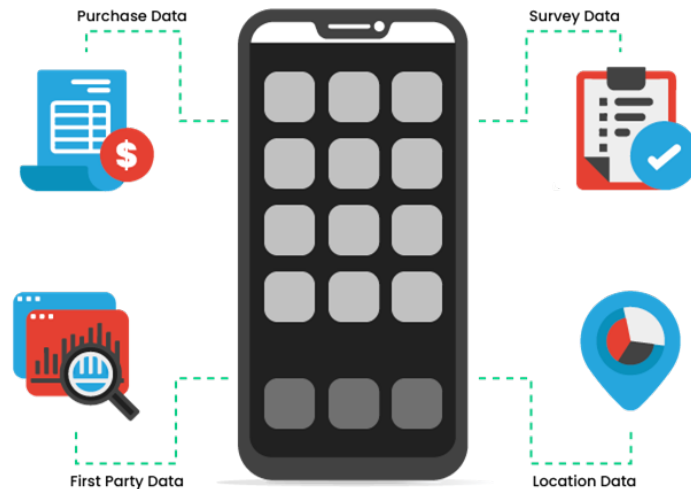
people still want to share

- 75% of consumers prefer retailers use personal data to **improve their shopping experiences**
- 80% of customers are more likely to purchase a product or service from a brand that provides **personalized experiences**
- 4 in 5 people globally are willing to **engage in the data economy**, with 25% being **unconcerned altogether** about their data



mobile is the foundation for data-driven marketing

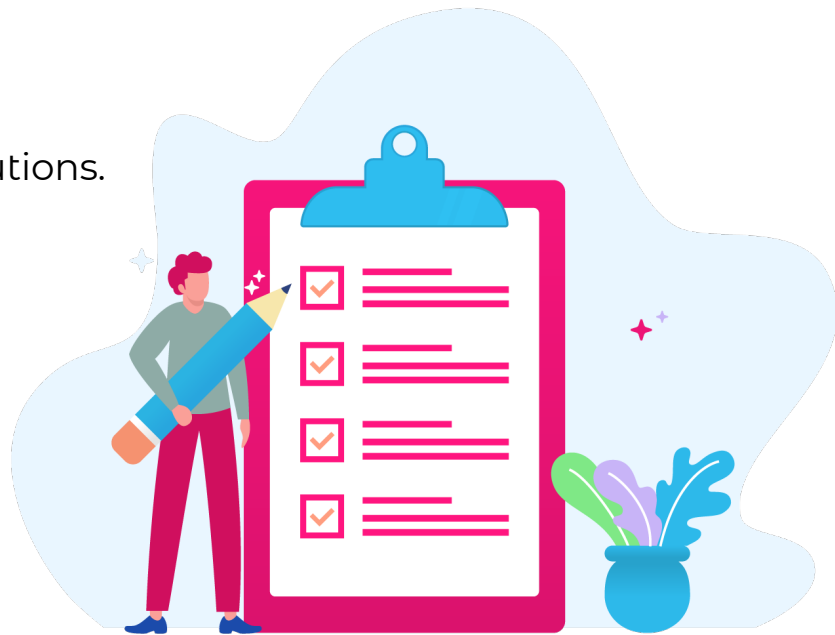
- clear value exchange
- offers actionable audience insights
- fuels all linear and non-linear channels



back to panel-based methodologies

the future of consumer targeting is panel-based solutions.

- access to **rich** and **real-time** consumer data
- omni-channel targeting
- holistic measurement
- panel sizes range from 100k to 10M+



how do we activate a panel for intelligent targeting?

addressable audience

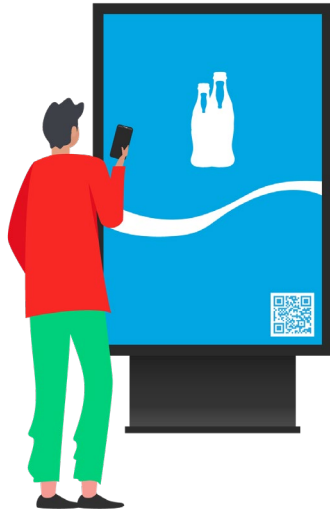
maid

cookies

IP

Email

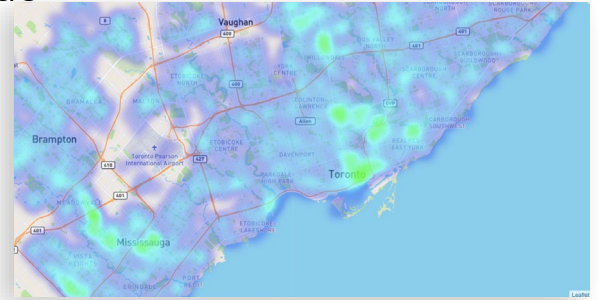
UID 2.0



non-addressable audience

postal code

fsa



High Density

Low Density

holistic measurement solutions

today's panels have richer user data available in real time,
and offer insights that go beyond digital platform ecosystems
that include:

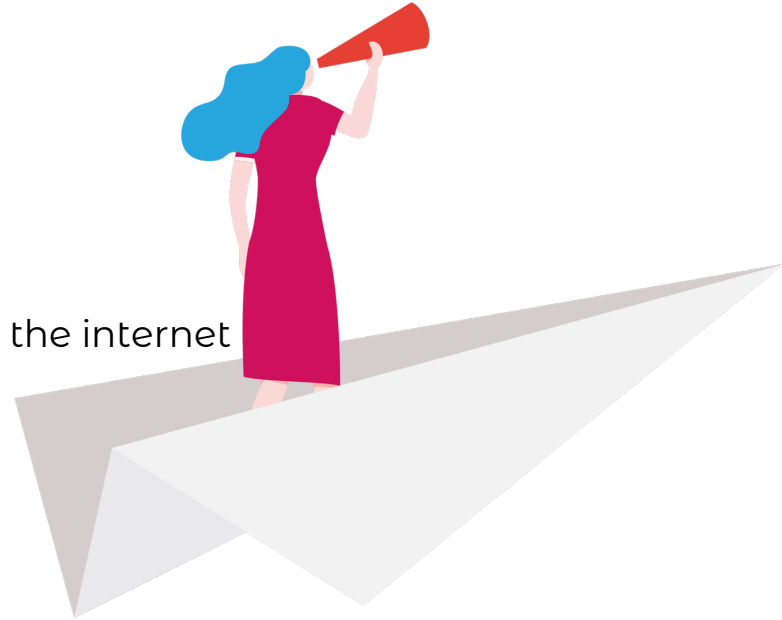
- reach & frequency
- foot traffic attribution
- brand lift studies



recap

we discussed:

- the rise of user data - driven by personal devices + the internet
- real privacy policies - decline in data
- what to build? - richer and fresher panels



ad tech 3.0 is just beginning

- new datasets will emerge
- new targeting and measurement solutions
- creative will be front and center
- ai and ml will become very important



want more information?

scan the QR Code below for more info + download the presentation deck



native touch

your **mobile-first** marketing partner