



The Future of Identity and Addressable Advertising

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Agenda

- Identity and why it matters
- Tying IDs together historically
- Why “cookieless” is being talked about
- Emergence of Unified ID 2.0 and why it is significant
- What does all of this mean for ecosystem stakeholders

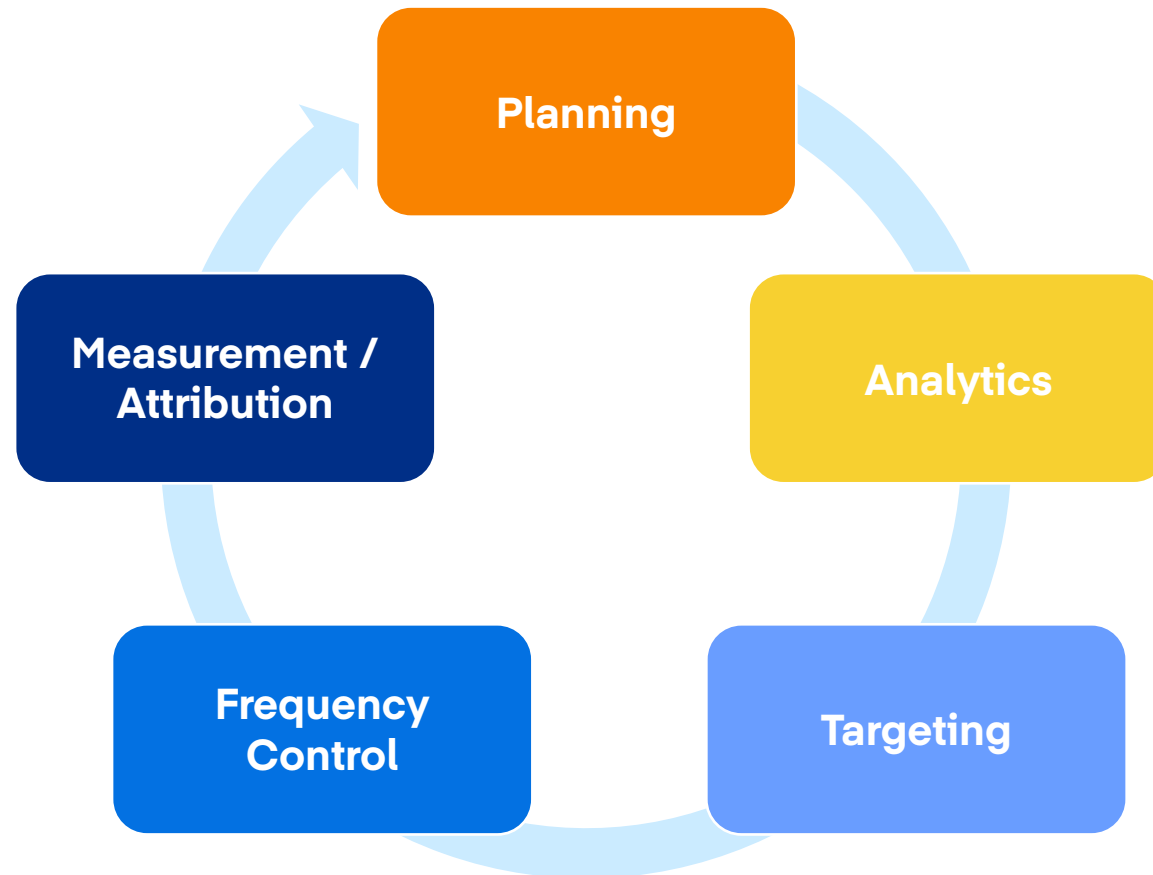


Identity and why it matters



Identity

Anything that enables *user-level information* that can *consistently* be used for the various steps in advertising.



Identity before

In *olden times*, reconciling identity was somewhat easier

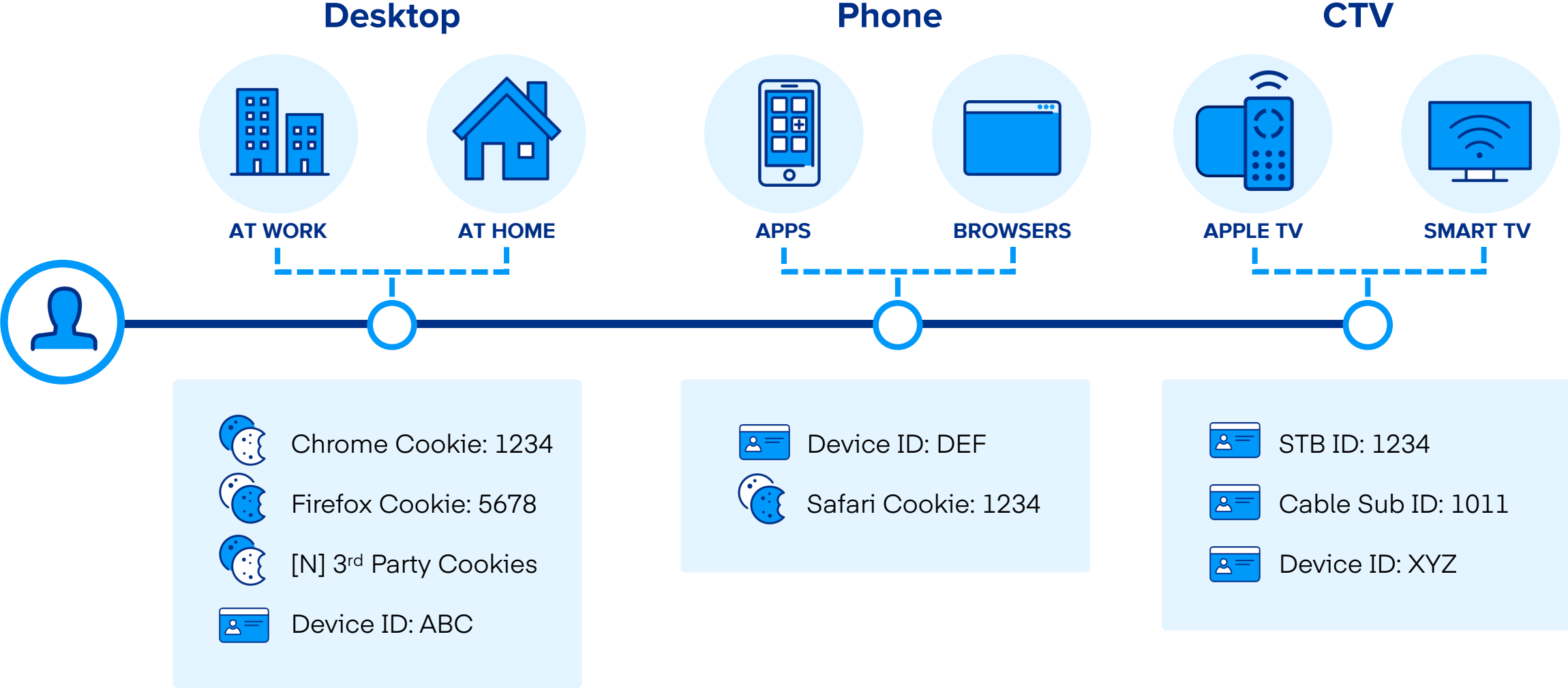
**First name / Last
name**

Postal address

Phone numbers

Email

Identity online



Tying ID's together — recent history

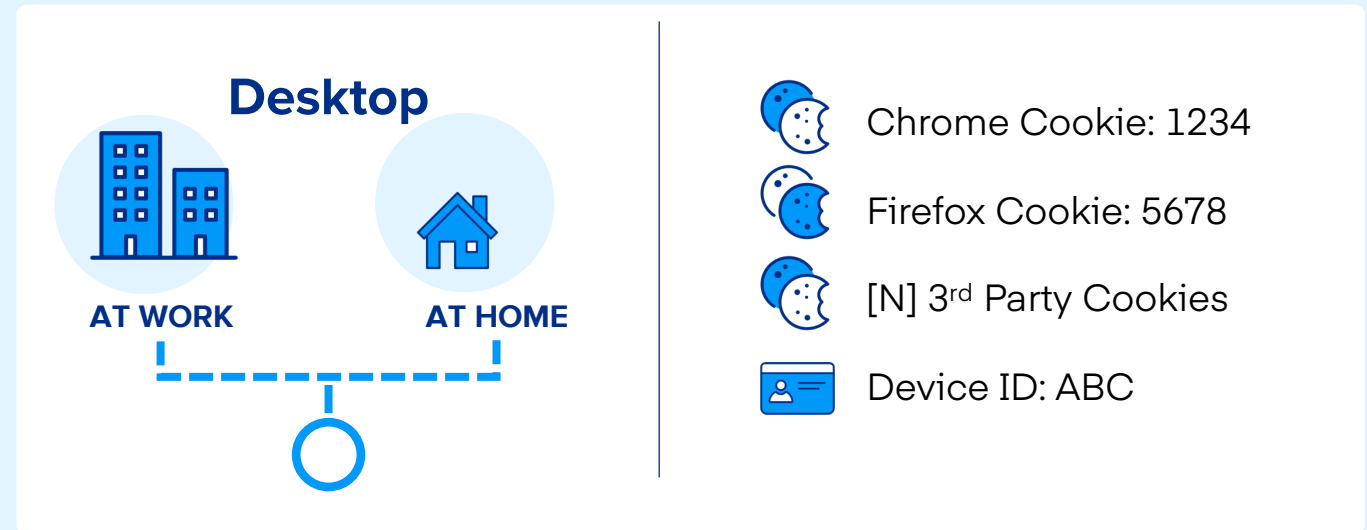
Cookies?



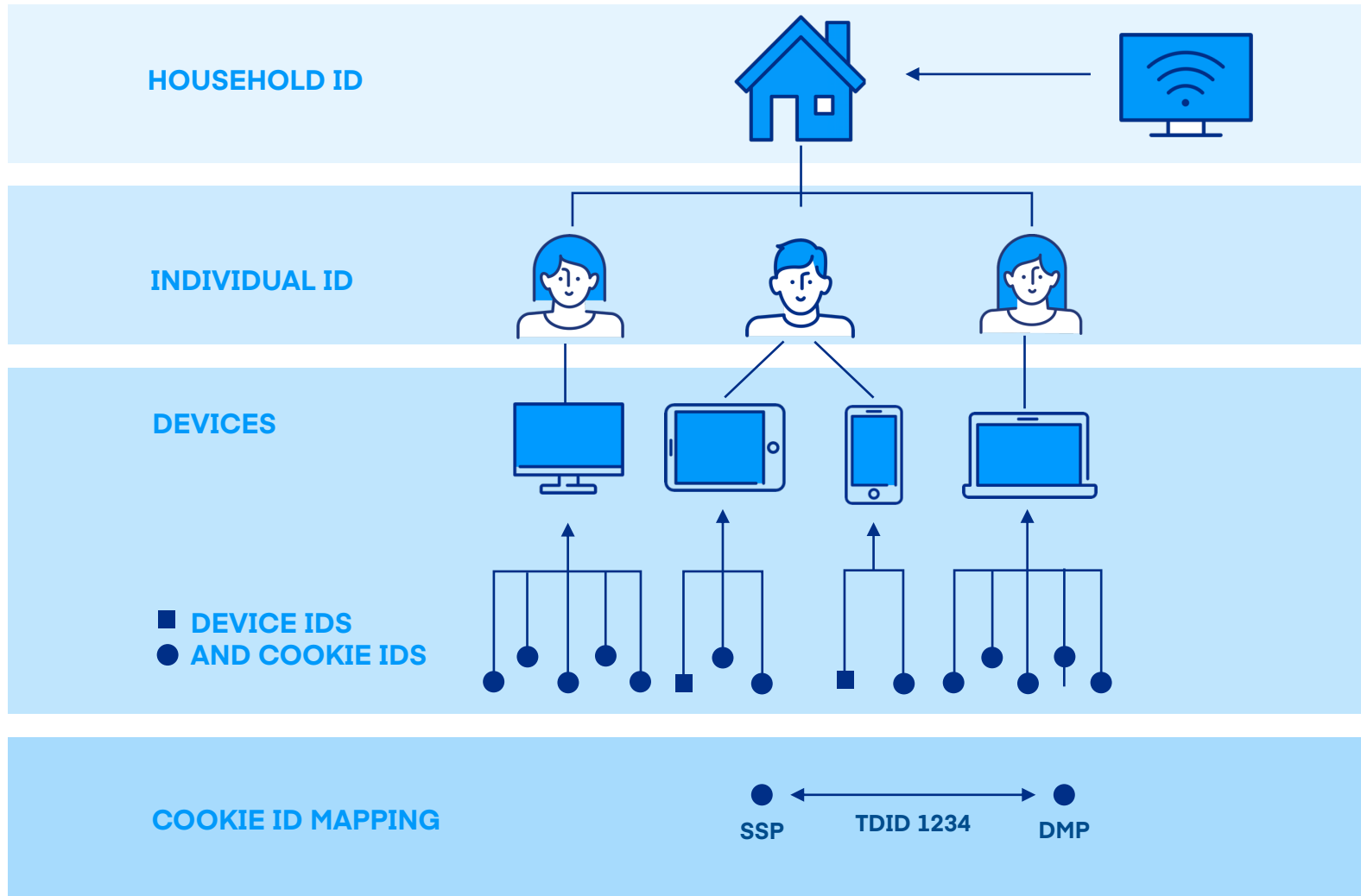
Originated all the way back in 1994

Small bit of code from websites to browsers to make user experience better

Then cookie-based information began being shared or “synced” across sites



Thinking about identity in levels



Household graphs tie together individuals to associate “family room” screens appropriately

Identity graphs help associate mobile devices (device IDs) and browsers (cookies) to get a sense of which individuals are connected to which “screens”.

Cookies serve as foundational layer on browsers and across the internet ecosystem.

How to build a graph



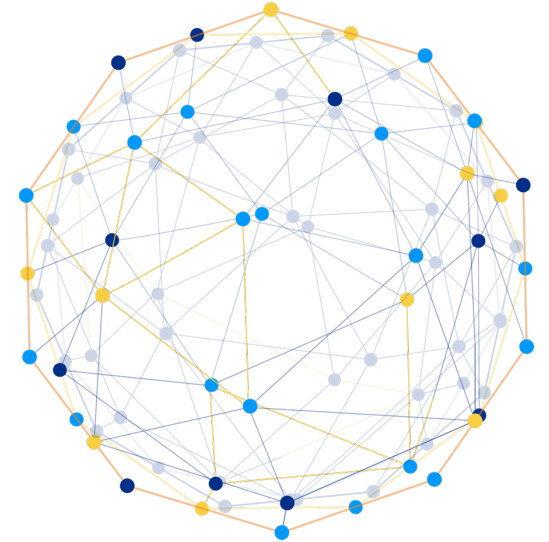
Step 1

Ingest billions of events



Step 2

Train and build a machine learning model



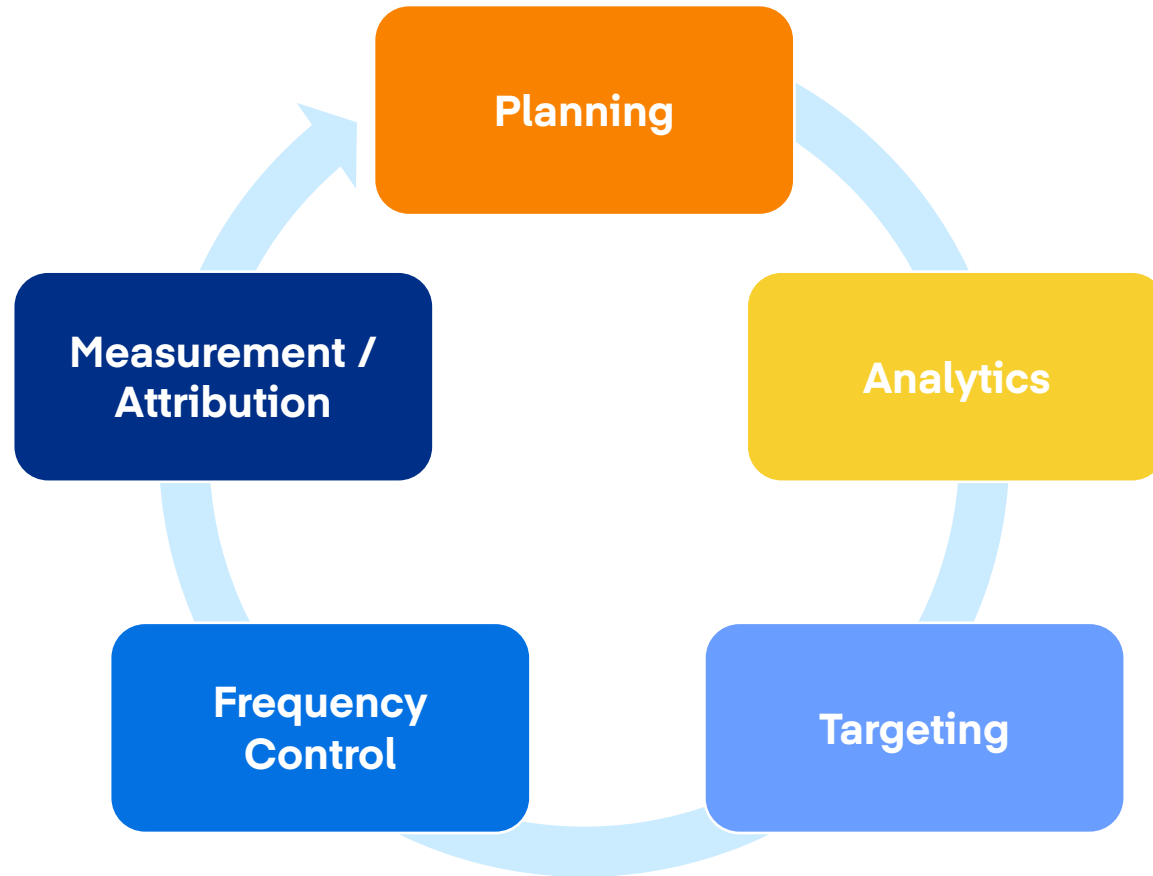
Step 3

Construct the graph

Why this matters, part 2



Remember...



- For advertising to be effective, we need:
 - Good choice of audience
 - Good choice of medium
 - Good messaging / creative
 - Reasonable ways to measure success
 - Ability to close the loop to bring learnings back into analytics

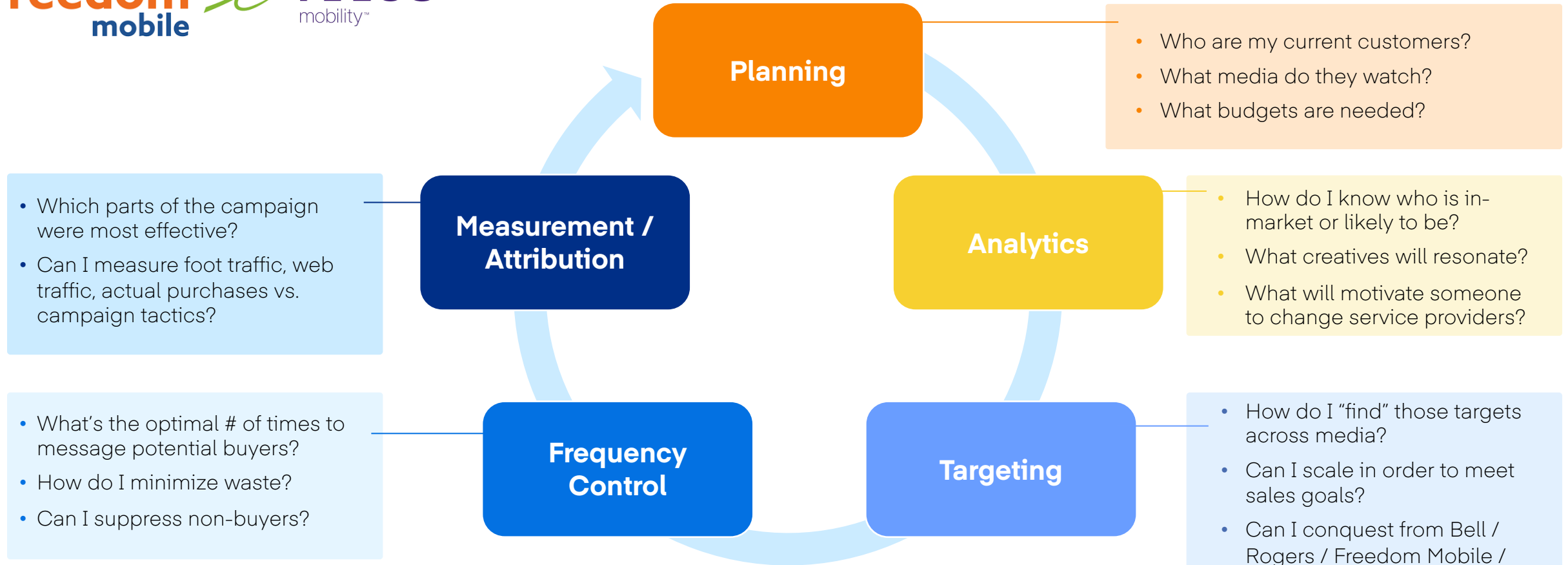
And That Means Identity Matters

Bell

ROGERS

**Freedom
mobile**

TELUS
mobility™



Why the “cookieless” conversation is occurring



Why are my clients talking “cookieless”?



The screenshot shows a CNBC article page. At the top is a blue navigation bar with the CNBC logo and menu items: MARKETS, BUSINESS, INVESTING, TECH, POLITICS, CNBC TV, WATCHLIST, and PRO. Below the navigation bar, the article is categorized under 'TECH DRIVERS'. The main headline is 'Google plans to kill support for third-party cookies that track you all over the internet', with 'cookies that track you all over the internet' underlined in orange. Below the headline, it says 'PUBLISHED TUE, JAN 14 2020·12:13 PM EST | UPDATED TUE, JAN 14 2020·4:35 PM EST'. The author is Megan Graham (@MEGANCGRAHAM). There are social media share icons for Facebook, Twitter, LinkedIn, and Email. A 'KEY POINTS' section follows, containing three bullet points.

TECH DRIVERS

Google plans to kill support for third-party cookies that track you all over the internet

PUBLISHED TUE, JAN 14 2020·12:13 PM EST | UPDATED TUE, JAN 14 2020·4:35 PM EST

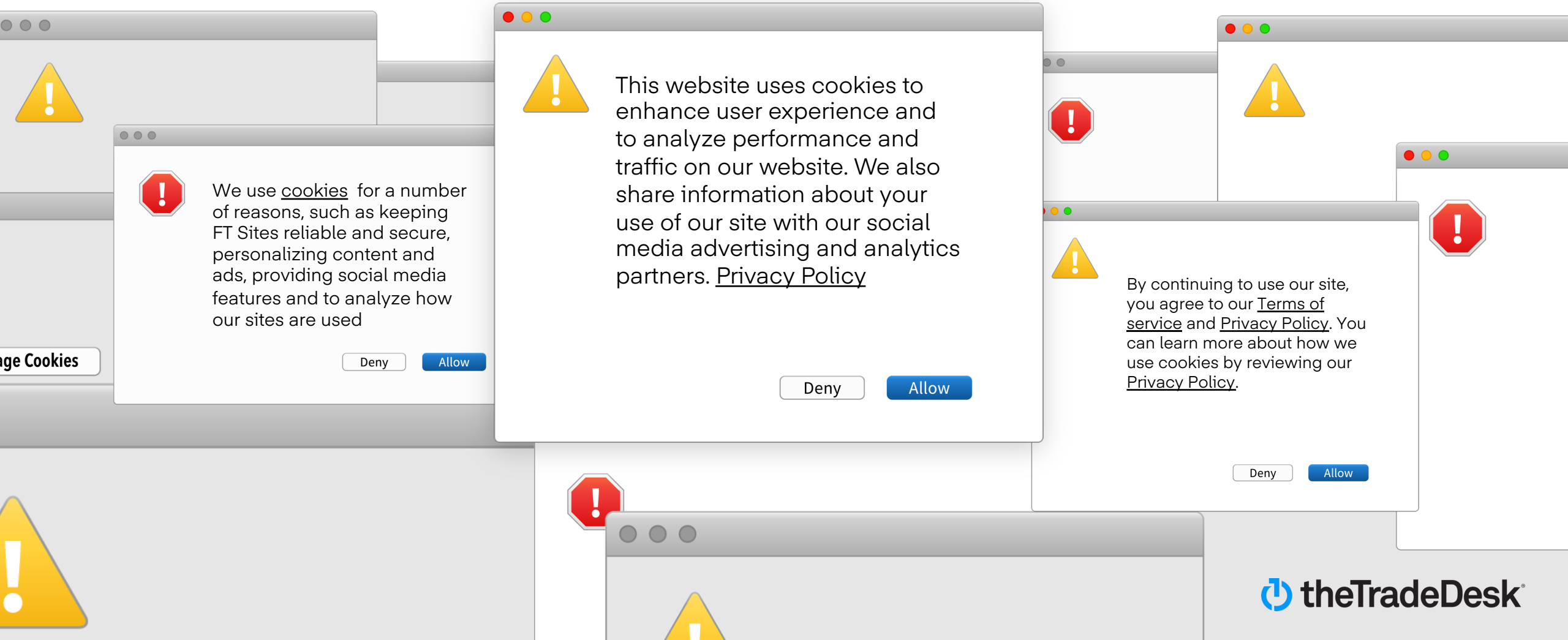
 Megan Graham
@MEGANCGRAHAM

SHARE    

KEY POINTS

- In a blog post, Google said it plans to phase out support for third-party cookies in the Chrome web browser within two years.
- Third-party cookies can be used to track users, target ads and see how they perform.
- Apple's Safari browser and Mozilla's Firefox browser have made similar moves to limit cookies.

Since 1994 — we've never explained the value exchange of the internet





A summary of what
makes the internet work:

**We see relevant
ads in exchange
for free content.**

Core principles for a sustainable solution

**Maintain
the Value
Exchange**



**Build
consumer
trust**



**Make the ad
experience better,
not worse**



**Maintain
seamless access
to content**



Federate power and control of the internet

Emergence of Unified ID 2.0 and its significance

A better future for identity

Unified ID 2.0

Open Source and Interoperable

Free and available
to the entire
ecosystem

Independent Governance

Strict code of conduct
managed by an
independent body

Secure and Privacy Friendly

Hashed and
encrypted
identifier

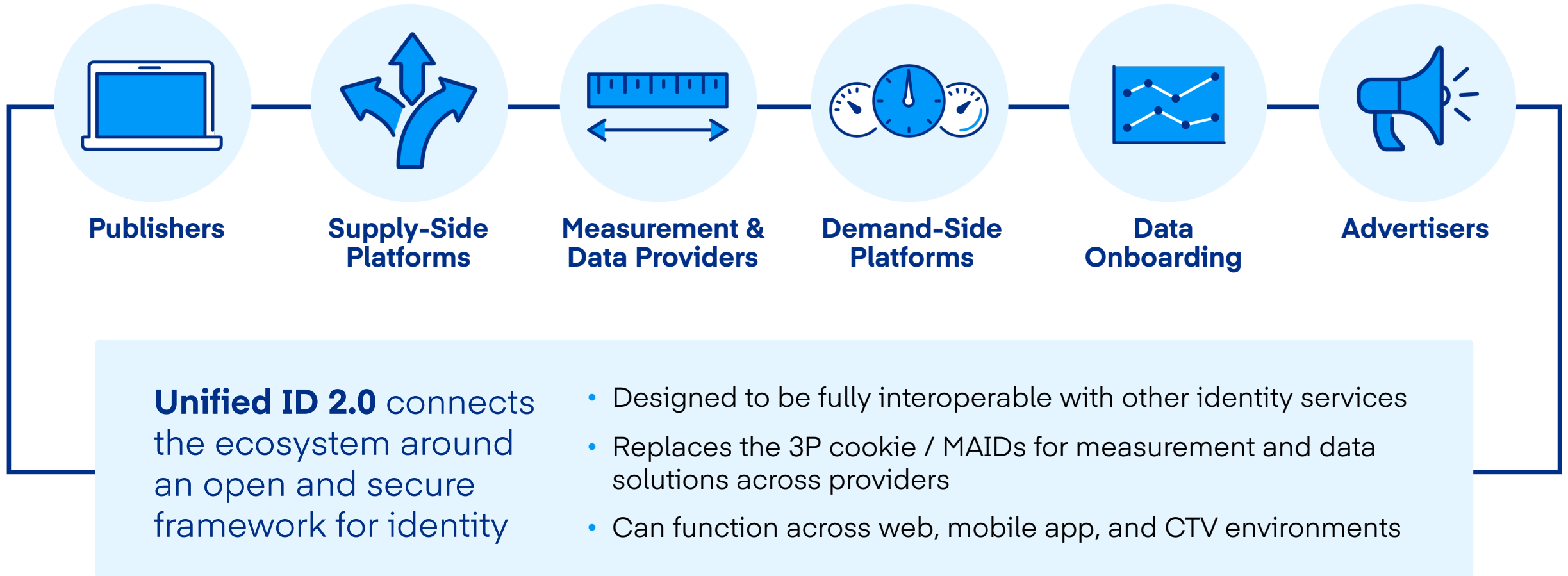
Consumer Transparency and Control

Clear and universal
preferences
and opt-out

Bringing new benefits to the open internet

	Walled Gardens	Unified ID _{2.0}
Maximizes 1P data for optimization and measurement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Single user opt-out and controls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Governed by central terms and conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Full scale of the open internet including CTV	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Full interoperability for technology and 1P data	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The fabric for identity across the ecosystem



Interoperable across the advertising ecosystem



Data Onboarding

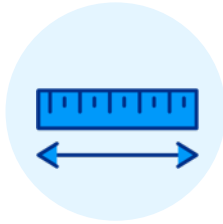
 LiveRamp

 neustar

 TAPAD

 LiveIntent

 THROTLE



Measurement

 nielsen

 comscore

 FOURSQUARE

 audigent



Publishers

 The Washington Post

 MEDIAVINE

 VOXMEDIA

 Los Angeles Times

 fuboTV



SSPs

 Magnite

 PubMatic

 INDEX EXCHANGE

 OpenX



DSPs

 criteo

 theTradeDesk



 Industry Leaders

 iab
TECH LAB

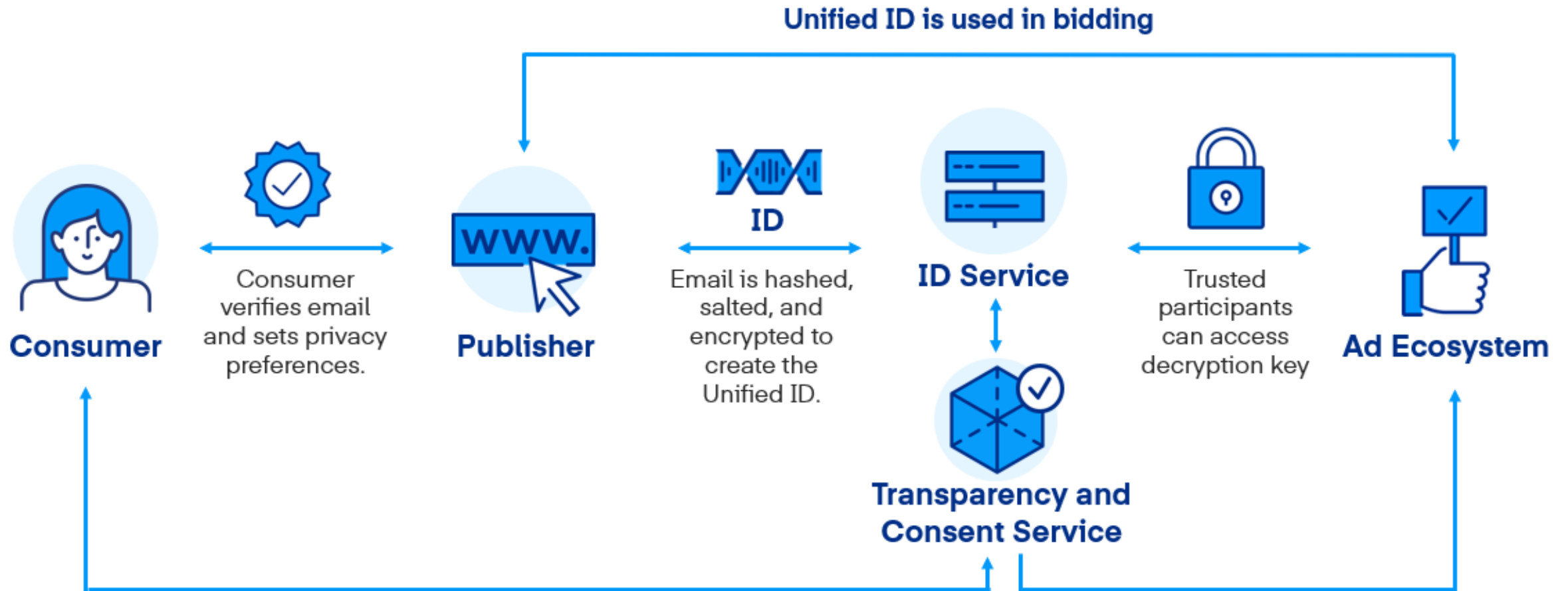
 NAI
Network Advertising Initiative

 ANA

 Partnership for Responsible Addressable Media

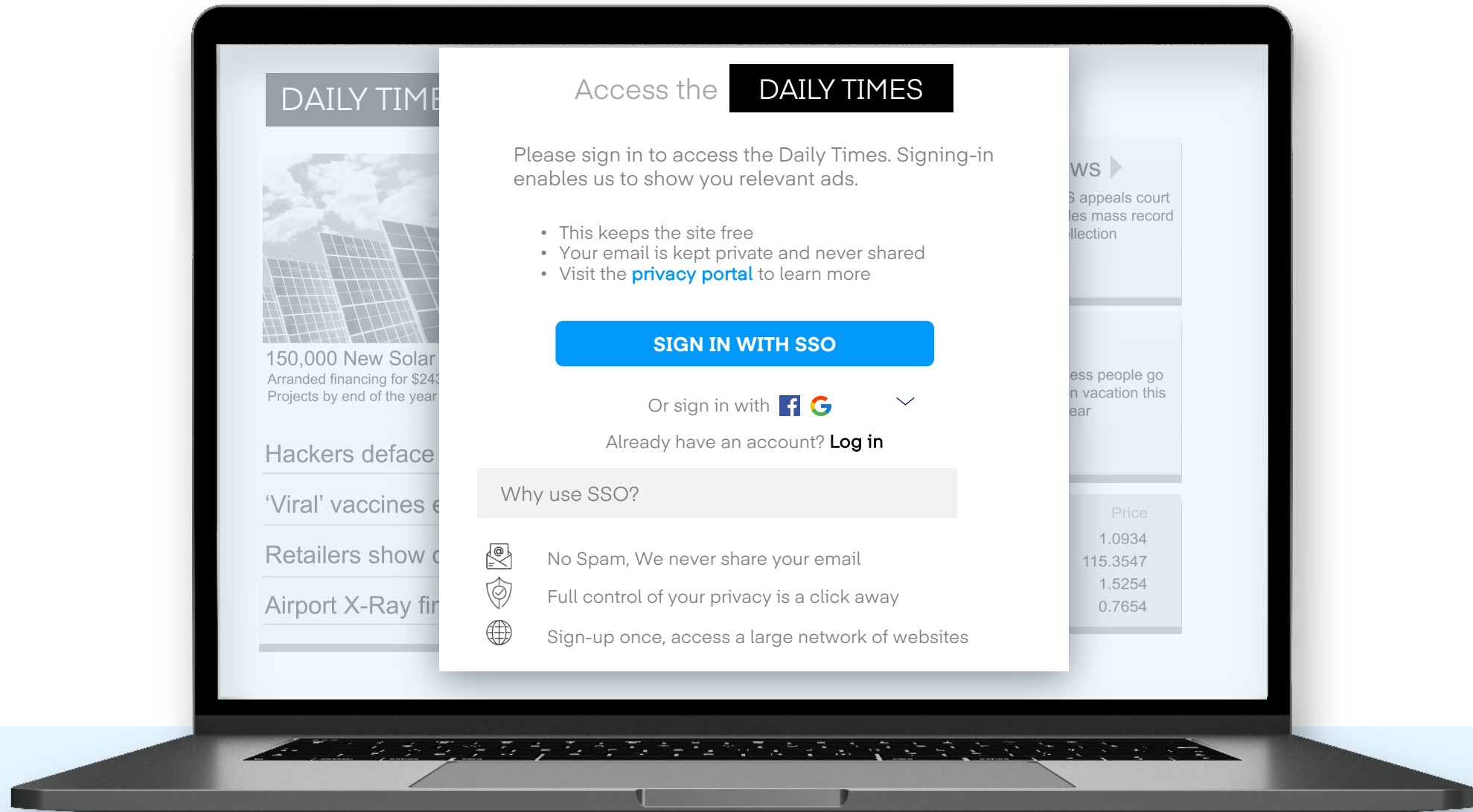
 theTradeDesk

An open and secure approach to identity

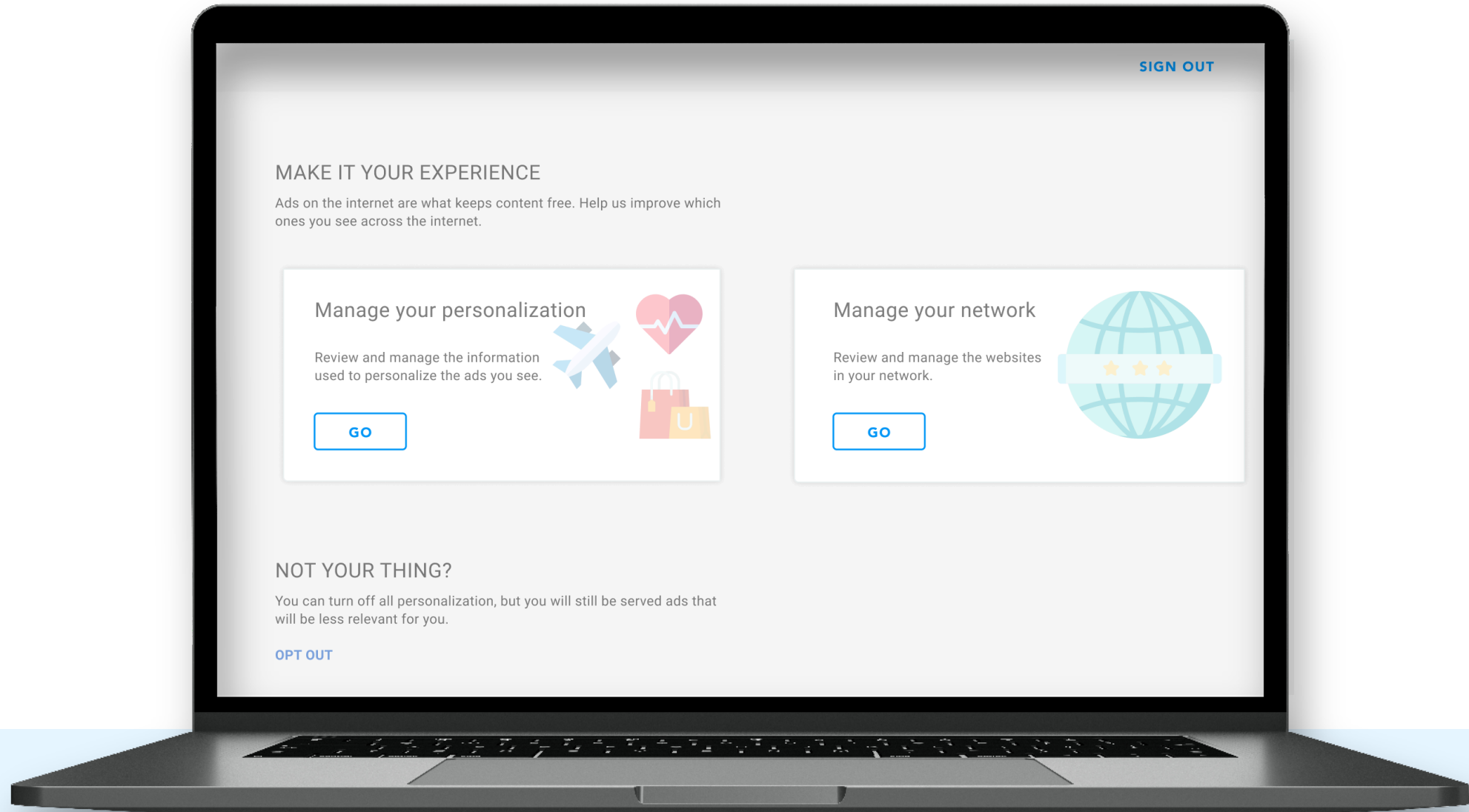


Consumers can opt-out, view data usage, and change preferences at any time.

Transparency and convenience



Full control in a centralized experience



A better solution for the open internet



Consumers

will retain access to quality, free content while enjoying better privacy controls



Advertisers

can continue to leverage their data at scale across platforms and the open internet



Publishers

will profit from relevant advertising, maintain independence, and provide a consistent privacy experience for their audience

Navigating a Cookieless Future



Unified ID 2.0

Build an open, interoperable, and deterministic foundation for identity on the open internet



Solutions for ID-less Environments

Use AI and extrapolation to segment audiences where no IDs are available



Cross-Industry Collaboration

Engage on Privacy Sandbox and other industry solutions

Going forward with UID2.0



Q4 2020, Q1 2021:
POC Testing



2021: Scale
Beta access for
clients, publishers &
partners



2021: Transition
Governance assumed
by industry partners

Key takeaways



Identity ("knowing" users) is a fundamental building block for advertising



It enables planning, analytics, targeting, frequency control, and measurement



Cookies have been one key component for identity on internet, but are likely going away



In order for non-walled-gardens to continue effective advertising, better Identity solutions are in the works.



This will lead to better advertising and better results for clients.

Thank you

