



Shaping the Future of Identity

A guide for buyers and sellers
navigating a new path to
programmatic advertising





Introduction

For a long time, third-party cookies and device identifiers have been the foundation of people-based marketing, enabling granular targeting and precise measurement on cross-site, cross-channel advertising campaigns.

While cross-site identifiers are effective for marketers looking to justify ad spend, they are often less appealing to consumers who are concerned about exposure of their personal data on the internet. With this in mind, regulatory and browser policy changes, including the deprecation of third-party cookies and device identifiers, are happening for the benefit of the consumer, to give them more control over how and with whom their information is shared.

As a result, marketers need to adjust buying strategies to ensure their programmatic advertising investments remain effective and efficient, reaching customers across screens in a non-intrusive and privacy-safe way. On the other hand, publishers need alternative monetization strategies to continue to maximize the value of their inventory.

While navigating the transition is challenging, the deprecation of third-party cookies has encouraged collaboration among advertisers, publishers and adtech providers around the world to uncover new solutions that see the digital advertising industry return to a consumer-first approach and set the entire ecosystem up for success.

With this guide, we aim to explain the challenges the industry is facing, understand the approaches buyers and sellers can take, and outline considerations for all market participants as they prepare for a future without third-party cookies and device identifiers.

What is Happening and Why Should You Care?

Historically third-party cookies and device identifiers have been the backbone of people-based marketing, playing a critical role in the success of buyers and sellers. In the adtech industry, digital identifiers are used to recognize individual users or groups of people within a household.

In recent years the industry has recognized growing concerns over online consumer privacy, implementing new regulations and policies that, while complex, provide additional and necessary layers of protection for consumers. General Data Protection Regulation (GDPR) in Europe has drawn consumer's attention to the value of their data and their right to protect how it is being collected and used.

Similar regulations like the California Consumer Privacy Act (CCPA) in the US and the General Data Protection Law (LGPD) in Brazil signify a global shift in this direction. These regulations can require companies to ask for consent to sell or process personal data, and consumers are broadly opting out or electing not to be tracked.

Simultaneously, web browsers are making changes to their cross-site tracking policies, rolling out technological changes and restrictions on third-party cookies. Google Chrome, which represents about 63% of the online advertising market, is expected to deprecate third-party cookies by 2022, effectively removing the primary currency for user identification in web-based advertising transactions and challenging the value of data marketplaces.

Mobile software updates are also taking steps to protect consumers. Apple's iOS 14.5 update would restrict access to IDFAs, limiting user identification capabilities on mobile apps. While positive for consumers, such updates make addressability and targeting more complex, permanently impacting the dynamics of digital advertising.

Digital identifiers include:

- 1 Third-party cookie IDs (cross-domain)
- 2 First-party cookie IDs (domain-specific)
- 3 Mobile ad IDs (IDFAs & Google advertising IDs)

80%

of transactions use third-party cookies today¹



64%

of consumers are concerned by how companies use their private information online²

¹ Xandr's platform

² Global Web Index

The impact on the industry

The deprecation of third-party cookies has major implications for the entire advertising ecosystem.

ADVERTISERS

Advertisers rely heavily on identifiers, both online and offline, to reach their audiences, manage creative messaging (what ad and how often), and to measure the effectiveness of their advertising campaigns.

The impact for advertisers:

- › **Retargeting** — Without a unique ID, marketers cannot re-identify a user who abandoned a site without purchasing.
- › **Frequency Capping** — Frequency management may rely on publisher first-party cookies, with limited ability to restrict ad exposure to a user across different websites.
- › **Conversion Attribution** — Diminished ability to precisely tie conversion events to prior ad exposure. Fewer conversions are precisely attributable to the same investment.

- › **CPA Optimization** — Fewer conversions attributed leads to higher CPAs and impacts ability to optimize to the metric.
- › **Behavioural Targeting** — Limited ability to segment users based on their web browsing history.

PUBLISHERS

Publishers rely on both first and third-party identifiers to generate 1:1 addressable demand so they can help advertisers deliver relevant messaging at a premium price. They are at risk of seeing a decline in ad revenue as addressable reach becomes limited.

TECHNOLOGY PROVIDERS

DSPs
DSPs, or demand-side platforms, will find it more difficult to deliver 1:1 addressable ads at scale across publishers, and need a consistent, accurate solution for measurement. They will need to double down on optimization algorithms that drive outcomes, or risk providing less efficient buying strategies for advertisers.

SSPs/Exchanges
It will become more challenging for SSPs, or supply-side platforms, and exchanges to generate addressable demand as matching users across publisher inventory to advertiser audiences will become increasingly limited. This could lead to decreased publisher monetization opportunities and reduced revenue per thousand impressions (RPMs).

CONSUMERS

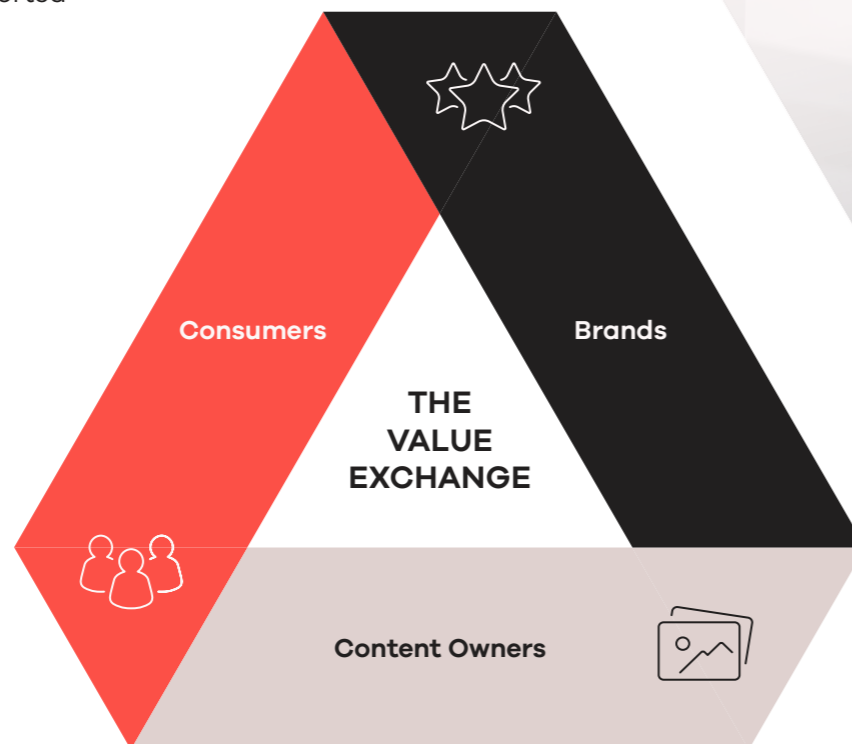
Identifiers fuel the value exchange that enables publishers to generate free, premium content for consumers, in exchange for exposure to relevant advertising. A disruption in that value exchange will cause an increase in paywalls, sign-in requests and subscriptions for content. In addition, consumers may experience less relevant ads, leading to increased frustrations with the advertising model.

The importance of an open and free internet in a post-cookie world

The open internet represents the vast ecosystem of websites, apps, games, and video streaming platforms that supply a majority of the content consumed for free outside of walled gardens.

As we know, the open internet is powered by advertising and supported by the value exchange between:

- › **Consumers** — users are seeing targeted ads in exchange for free, premium content.
- › **Content owners** — publishers receive revenue to create premium content.
- › **Brands** — brands reach desired audiences.



The demise of third-party cookies means the value exchange for the open internet is at risk as walled gardens, which have their own log-in user solutions in place, have the potential to control an even greater share of ad spend. If advertisers shift budgets entirely into walled gardens, publishers operating on the open internet will begin to feel increased pressure as they look to maintain current revenue streams, either in the form of advertising spend or user subscriptions.

A major implication would come in the form of quality journalism, which is at risk given such changes could overtake users' ability to access premium content online for free. To support scale for advertisers, optimized demand for publishers, and increased content choices for consumers, the industry as a whole will need to prioritize the sustainability of the open internet.

What is a walled garden?

A walled garden is a closed ecosystem in which all operations are controlled by the ecosystem operator keeping all data and technology to itself. In adtech, a walled garden provides its customers with the audience, technology, and inventory but doesn't allow them to export any data. That means that no data goes outside of that platform and can't be used in the exchange between third-parties.



Understanding Alternative Approaches to Identity

Today, precise user identification provides the ability to recognize a single consumer and track their browsing journey. In the future, mechanisms for reaching that consumer and measuring success will have to evolve. A successful strategy will require a mix of approaches including those that facilitate 1:1 addressability, modelled solutions, browser and app-backed frameworks, and private marketplaces (PMPs). In this section, we elaborate on different emerging solutions.



**PUBLISHER
PROVIDED IDs**



**INDUSTRY
IDs**



**CLEAN ROOM
TECHNOLOGIES**



**CONTEXTUAL
TARGETING**



**MODELLED
SOLUTIONS**



**CURATED
MARKETPLACES**



**BROWSER/APP
FRAMEWORKS**



**PUBLISHER
PROVIDED IDs**

Publisher IDs are identifiers assigned to users who are known to that publisher. They could be first-party cookies and domain-specific, or consistent across sites based on authenticated data.

Publishers already use first-party cookies for content personalization, but building upon their direct-to-consumer relationship, they have an opportunity to utilize their first-party data to improve the ad experience for customers on their sites, therefore improving ad monetization opportunities.

Publisher IDs are valuable for the purposes of frequency capping across a publisher's properties, and facilitating publisher-provided audiences, often sold through deals. For buyers, they are able to reach audiences on those publishers' properties, relying on the strength of the publishers' knowledge of and relationships with users on their sites.

Direct integrations with SSPs that support publisher ID solutions allow sellers to achieve addressability while maintaining certain mechanisms such as frequency capping without third-party cookies. However, user identification is limited to the sellers' domains and therefore does not facilitate scaled functionality like matching against buyer audiences, frequency capping across sellers and cross-site conversion tracking.

INDUSTRY IDs

Publishers who want to expand their access to demand could develop publisher coalitions and consortiums or adopt industry identity solutions, which provide anonymized IDs so sellers and buyers can consistently identify a user. Some industry IDs are based solely on deterministic, consumer-provided first-party data. Others enhance first-party input with behavioral and contextual signals and/or use models to build user profiles and identity graphs.

Deterministic

IDs anchored on consumer-provided information are inherently more durable and privacy-preserving. An authentication event (usually an email address being entered into a form on a website) where the consumer provides their data in exchange for content or other value, is typically the basis for the creation of the ID. Publishers and advertisers with direct interactions with

a given consumer and who have been provided that consumer's email address, as well as permission to utilize it for advertising, are able to resolve that consumer-consented data to an operational identifier. Deterministic industry IDs are cross-device as they are attached to the user rather than a device. However, due to the opt-in nature of many of these solutions, their availability and reach can be limited.

Examples of industry ID solutions anchored on deterministic data are:

- > Unified ID 2.0.
- > LiveRamp IdentityLink
- > netID
- > Zeotap ID+

Probabilistic

In addition to a publisher or brand's first-party deterministic data, some providers use behavioral and contextual signals available in the bidstream to build user-identification and graphing solutions. Probabilistic, or modelled industry IDs, can facilitate greater reach and cross-site connectivity between publishers and advertisers than deterministic solutions. However, they can be less accurate than deterministic solutions and are often device-specific.

Examples of industry IDs that use modelling include:

- > Panorama ID
- > ID5
- > FabrickID

CLEAN ROOM TECHNOLOGIES

Clean room technologies enable the matching of first-party datasets directly between publishers and advertisers, without exposing customer data to either party. These technologies enable retargeting and prospecting strategies at scale, but can be time consuming to set up. Activation strategies are often deal-based and based on specific buyer-seller relationships.

Advertisers that have first-party data and use data clean rooms can activate their first-party data on a publisher's site in a privacy-safe way. First-party data is key to pairing identities between buyers and sellers; buyers will leverage their first-party data identifier for scaled targeting and attribution while sellers will lean into their data assets to maintain buyer demand. Infosum is one company leading the way in this space.










CONTEXTUAL TARGETING

Contextual targeting, a form of advertising that serves ads based on the surrounding content that the user is consuming at the time of the ad delivery, has existed for over a decade but has seen a resurgence due to tightening data and privacy regulations. Contextual advertising can include but is not limited to text, image, audio, location and semantics of content, rather than a user's behavioral data.

Contextual technology has evolved considerably. Today, many contextual solutions are a blend of approaches wherein contextual signals, such as content category, keywords and sentiments are supplemented with publishers' authenticated user data to extrapolate insights and infer interest or purchase intent.

At the same time, technology like artificial intelligence and machine learning has made contextual much more advanced and automated. The targeting mechanism now goes beyond keywords and can actually understand the brand sentiment or image on a page as well as its full context. Another advantage in the pending cookieless world, is that most contextual solutions do not require consent because they do not rely on trackers or personal data.

Common signals used to create contextual audience segments:

-  Keyword
-  Brand safety
-  Category sentiment
-  Geography
-  Fraud/sensitive topic prevention
-  Time and weather
-  Viewability

An example use case

Contextual and first-party audience hybrid
Leveraging Natural Language Processing (NLP), a few adtech providers can analyze and score every single URL in their publisher network based on the affinity between the contextual categorization of the page and the target audience. For example, a retail-specialized data company can identify that web pages about "wine" and "fine-dining" have high affinity with a high-end handbag's purchase intender. So, the marketer can target those page URLs in order to reach their prospects.

If executed correctly, contextual intelligence can be as effective and scalable as behavioral targeting in capturing the right

audience and the right emotion. For the user, contextual ads feel less personalized and targeted as the ads they see are relevant to the content they are viewing currently rather than what they have viewed in the past.

However, many of the advanced capabilities achieved through advertising today, such as frequency capping, cross-device targeting, conversion tracking and retargeting, are not possible through contextual alone.

Numerous players have developed in this market including Illuma, Beemray, Orion, SirData, and Qwarry.



MODELLED SOLUTIONS

Modelled approaches powered by machine learning and artificial intelligence will play an increasingly critical role in targeting and measurement use cases. 1:1 addressability and precise cross-site identification is predicted to be significantly diminished in the long term, so additional scale beyond ID-based solutions are necessary to complement addressable approaches.

Use cases for data-science driven solutions include audience expansion, frequency management, measurement and fraud prevention. For many use cases being addressed, specific users remain anonymous, and these methods rely on logical, algorithmic approaches to draw conclusions which form the basis of decisions. For this reason, algorithmic approaches are often considered privacy-preserving as they do not rely tracking users. Many cohort-based approaches being experimented with today are driven by algorithmic approaches, and the possibilities for further use cases driven by machine-learning are vast.

CURATED MARKETPLACES

Curated marketplaces can be thought of as a bespoke marketplace which exists within a larger marketplace, allowing users to easily package up inventory from the ad exchange into multi-seller deals. These have a role to play in the future of identity.

Audiences based on semantic contextual analysis and first-party data will be two important alternatives to cookie-based audiences. However, they are either technically or operationally complex to leverage. Technically, not all platforms will seamlessly support semantic data providers skilled at creating highly sophisticated and granular context-driven targeting concepts. Operationally, there is a lot of value in first-party audiences, but they have to be normalized, sought out and negotiated one-by-one, then aggregated to achieve usable scale for traders.

Importantly, this technical and operational complexity is compounded when media buyers want to include CTV in their media mix.

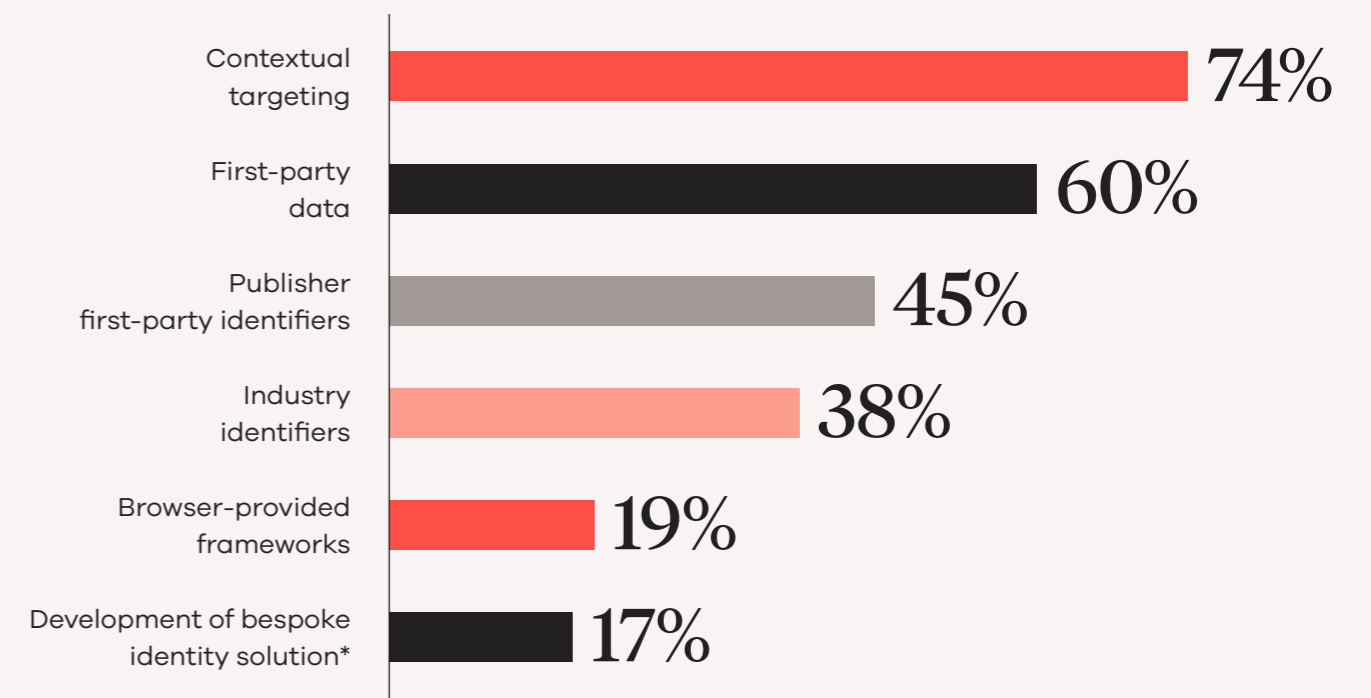
As an environment which has never supported cookies, it can be difficult for buyers to reach their desired audience across formats.

Suffice to say, media buyers will be dependent on multiple approaches to achieve scale, with regional variations needing to be considered as well. Implementing these approaches across multiple point solutions can quickly become onerous for traders and curated marketplaces can help.

Creating a package which blends sophisticated contextual targets, first-party audiences from premium sellers, and industry ID-based data will allow traders to reach relevant audiences at scale in an efficient manner.

If that still sounds onerous, it's worth noting that media buyers do not need to operate the curated marketplace themselves to benefit from scaled identity solutions. They can equally benefit from third-party curated marketplaces which offer valuable identity solutions out-of-the-box.

Top strategies cited by respondents for the upcoming loss of third-party cookies and device identifiers



* either in-house or with vendors

Source IAB Europe/Xandr Research 2021

BROWSER/APP FRAMEWORKS

Browser and mobile-app provided frameworks can help address advertising use cases without cross-site identifiers.

Privacy Sandbox, which is an open-source project led by Google Chrome, seeks to replace the current uses of third-party cookies with browser Application Programming Interfaces (APIs), which enable third-parties

to obtain information from the browser, and use this information to facilitate advertising use cases including:

- > Fraud detection
- > Conversion measurement
- > Interest-based targeting
- > Re-marketing

Many Privacy Sandbox proposals are still in their infancy and have yet to be established as feasible, market-ready solutions ready for the global stage.

Apple's App Tracking Transparency (ATT) framework and SKAdNetwork for conversion measurement are further examples of platform-provided mechanisms that do not expose user data to third parties, but rely on the owned data assets available within the browser or app ecosystem.



Solutions for the future of advertising

	ID Scope	Precision for Identifying Individuals	Reach	Measurement	Frequency Capping
Current Identifiers*					
THIRD-PARTY COOKIES	1:1 Cross-site	Browser	● ● ●	✓	✓
MOBILE AD IDs	1:1 Cross-site	Device	● ● ●	✓	✓
Post Third-Party Cookie Solutions					
PUBLISHER PROVIDED IDs	Publisher Property	Device or Individual	● ● ○	Publisher-facilitated	✓
INDUSTRY IDs	1:1 Cross-site	Individual (deterministic) Device (probabilistic)	● ● ○	✓	✓
CLEAN ROOM TECHNOLOGIES	1:1	Individual	● ● ○	✓	✓
CONTEXTUAL TARGETING	Anonymous	Category-based	● ● ●	⊗	⊗
MODELLED SOLUTIONS	Anonymous	N/A	● ● ●	Modelled	Modelled
CURATED MARKETPLACES	Blended	N/A	● ● ●	Variable	Variable
Evolving Solutions					
BROWSER/APP FRAMEWORKS	Cohort/Group	Browser	Solution based	Variable	Variable

* These solutions will deprecate in the future.

Achieving Relevance in a Post Cookie World

Advertisers

Buyers need to develop privacy-safe strategies that are not reliant on third-party cookies and account for the new standards of identity resolution in the programmatic ecosystem.

While the opportunity for buyers is to embrace new techniques and redefine success measures, it's also important to note that with those changes, data availability and precision could decline. Buyers need to embrace new solutions and update their strategies accordingly to well-prepare for the transition.

At the moment, advertisers heavily rely on both online and offline identifiers to reach their audience, to manage creative messaging (what advert and how often), and to measure the effectiveness of their advertising campaigns; they need to go beyond this to succeed in a post-cookie world.



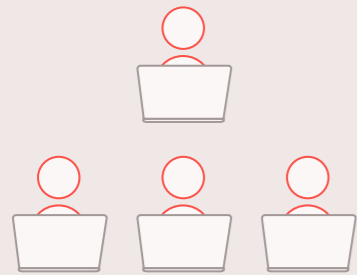
Data owners should aim to develop a first-party data strategy

In today's connected world, brands have more data available than ever before. From purchase data to email engagement and device information, consumers are constantly making their data available

to advertisers. While a great opportunity for brands, the marketing and advertising industry must ensure privacy and providing value to consumers remains a priority.

Here's three steps that advertisers should consider when it comes to data.

1



LAY THE DATA FOUNDATIONS

It may seem obvious but ensuring buy-in from company leadership is vital if you are looking to transform your approach to data and ensure you can navigate the cookieless world ahead. Data audits are expensive and, if done improperly or incorrectly, can prove costly for a business.

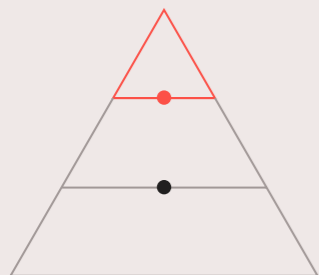
2

ORGANIZE YOUR DATA

Establishing a distinction between consented and non-consented data is essential, both in terms of understanding what data can and can't be used and meeting regulatory guidelines. To put their data to use, advertisers need to ensure data is clean, organized, concentrated and compliant. This step isn't glamorous, but it is crucial.



3



BUILD ON THE FOUNDATIONS

Education around the value exchange is going to be key in order to grow datasets. For some time, consumers have been concerned with how their data is handled. Educating them about how their data will be used, including the large role it plays in delivering a more relevant online advertising experience, is important.

Establish strategic relationships with publishers

Relationships will be more critical as buyers look to work directly with publishers. With this in mind, publishers will have to offer their inventory through private or curated marketplaces that respond specifically to advertisers' needs in order to meet this demand. Therefore, it is crucial that brands evaluate collaboration opportunities and establish relationships with premium publishers, utilizing technologies like data clean rooms for audience matching in a privacy-safe way.

Many publishers have already started to define audiences based on their own first-party relationships, and also classify their inventory using consistent categories. Lack of consistent taxonomies across publishers could result in even more fragmentation, which is a challenge that is being addressed by the industry. However, direct publisher relationships, and direct access to premium publisher inventory facilitated through SSPs can provide continued relevant access to users known to both parties, and also help find relevant target audiences enabled by a publisher's knowledge of their users.

Understand your KPIs and build a framework

In considering the set of approaches that make the most sense for a business, it is important to understand critical goals, KPIs and what success really means. There are no exact parameters as success is bespoke to individual business.

Once goals and KPIs are established, advertisers can then build both a framework and a series of tests. To execute, a proper evaluation of adtech solutions, the capabilities they boast and the solutions they support will be necessary. Once the evaluation is complete, a framework for testing can be put in place. The result will be a better understanding of the technology needed to achieve such goals, and ultimately a more successful approach.

Support the open internet

As noted previously, the deprecation of third-party cookies will put pressure on publishers as they look to remain financially stable. Critical to this will be buyers' ongoing support of the open internet.

Key reasons why buyers should allocate budgets outside of the walled gardens include the following:

- › **Customers spend a lot of time in the open internet.** Attention is increasingly fragmenting as consumers access content across screens, both via proprietary platforms and the open internet. All the while, viewing content is available on an ever-expanding variety of platforms. Still, 61% of advertising spend consistently goes into walled gardens. If advertisers are investing most of their budget in these platforms, they risk missing opportunities to connect with more scaled audiences.
- › **The open internet is an opportunity for differentiation.** If advertisers are investing in the same platforms with the same data, the chance to differentiate is limited. By using the open internet, advertisers are able to target a variety of users and offer more opportunity for differentiation.

There is of course a place for walled gardens where it makes sense for media strategies, however, it is important that advertisers avoid complete reliance on the walled gardens as it could impact control, reach and differentiation.

“As the deadline for the loss of third-party cookies looms, advertisers have a lot to consider. Now is the time to be testing and developing a strategy that incorporates a mix of possible solutions. These could include developing a first-party data strategy, building strong relationships with publishers, understanding and evolving KPIs, supporting the open internet and reviewing the media mix. A new approach will need to include all of the above in order for advertisers to engage with consumers in a post third-party cookie world.”

EWA MACIUKIEWICZ

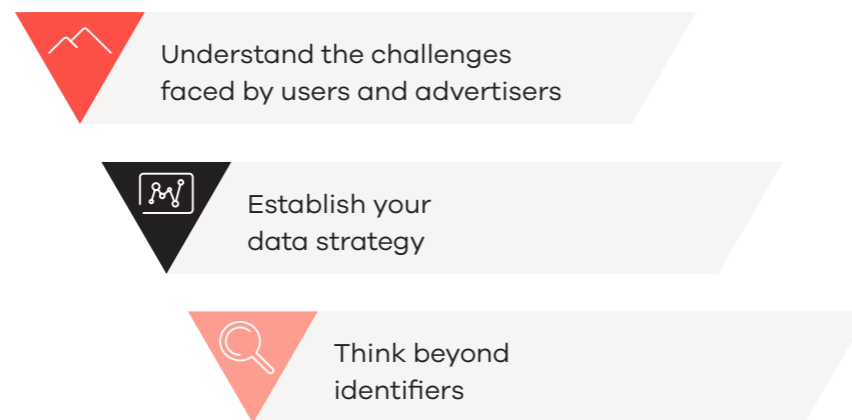
VP, Product Management, Xandr



Publishers

As the industry moves away from third-party cookies, new doors open for publishers to reshape the future of digital advertising.

There is an unprecedented opportunity for publishers to elevate their role in the digital advertising ecosystem by clarifying the value exchange with their audience and advertisers alike. Consumers need to understand how the content they rely on is supported and advertisers need to understand why a media brand, its audience and the context is valuable — this is something publishers can support.



Understand the challenges faced by users and advertisers

One of the first areas to consider is communicating meaningful value to consumers. User data offers many advantages, including a more customized experience, but consumers need to feel comfortable with the value exchange, including transparency into how and why their data is being used. Local market dynamics must also be accounted for as some regions have stricter approaches to privacy that may influence the solutions you can offer.

Moreover, in a privacy-first world where explicit consent is mandatory, the relationship between advertisers and publishers is more important than ever; publishers must continue to build deep relationships with strategic buyers in their respective markets. Understanding an advertiser's marketing funnel and objectives as well as the data they've historically transacted with will help design the right solution for all parties moving forward. Critical to the process is consulting development, operations, legal teams, and technology partners when considering solutions to address buyer and market needs.

Establish your data strategy

Publishers need to define or expand their first-party data strategy. This will largely impact a media owner's competitive advantage in the market. First-party data strategies can be enabled by increasing authenticated users to develop a viable first-party identifier, leaning into contextual and behavioral data collection, and exploring data partnerships with advertisers.

However, it is important to acknowledge that not every publisher will have the scale to fully take advantage of these opportunities, but where possible, first-party data will allow publishers to provide advertisers with unique audiences and insights not necessarily available through walled gardens.

Evaluating Industry ID solutions will be necessary to reach cross-site and cross-channel demand at scale. Industry ID solutions have a place in any publisher's data strategy but offer a particular advantage for smaller publishers that may lack breadth of first-party data. There are several ID solutions already available and it's anticipated that any given market may rely on more than one Industry ID.

It is important to take a thoughtful approach when implementing and measuring the value of new ID solutions. It's equally as important to fully understand the mechanics of applied ID solutions to ensure they conform to local regulations and align with any unique or independent privacy initiatives.

Collaboration will only enhance the opportunity to provide scaled solutions to advertisers on the open internet. Where global ID solutions aren't the right fit, partnering with local publishers or businesses to offer a value-add solution for consumers may be a good solution. Industry alliances calling for multiple partners to share IDs or logged-in audience data are expected. NetID, designed to provide scale to the open internet in Germany, is a perfect example. It is also important to consider contextual or non-ID based collaborations, such as the [Publisher Platform](#) established by JP Politikens Hus, TV2 and Berlingske Media in 2019. This is the time to engage with the broader industry and identify potential partnerships to ensure a beneficial relationship down the line.



**Think beyond identifiers**

Contextual offers a privacy-safe alternative for advertisers to reach relevant users at scale across publishers and exchanges without relying on identifiers. It is important to acknowledge that it does not resolve every problem (such as frequency capping and attribution) but should be considered as a key component of a broader data strategy. Publishers of all sizes can benefit from leveraging their content to drive audience matches for buyers in both direct sold and programmatic channels. For best results, work with a platform that offers contextual capabilities or work in collaboration with regional partners to define a taxonomy that resonates in individual markets.

Finally, with data consent notifications becoming more prevalent across mobile app and browsers, and regulatory requirements changing monthly, an increasing number of users will likely decline to provide consent altogether. This inventory cannot be discarded and publishers must establish a compliant means to monetize consentless traffic.

We are in a state of constant change — it's important to review strategies regularly and seek consultation from key technology partners.

“We’re at a pivot-point in the evolution of digital advertising and publishers are central to writing the next chapter. Consider the value you bring to advertisers and consumers when defining your data strategy, incorporate contextual as a mainstay in your plans, and collaborate to offer scaled solutions within your market. By approaching this next phase with an open mind, publishers are in a strong position to come out on top.”

ADRIAN MASON

Director of Product Management, Xandr

How are Xandr Clients Innovating in that Space?

The Publisher Platform

Advertisers have been demanding transparency across the supply chain for many years, but with a large number of intermediaries, it has not always been easy to achieve this. Danish publisher coalition 'The Publisher Platform' established by JP Politikens Hus, TV 2 and Berlingske Media was created to try to tackle this problem, allowing publishers control over their inventory and the ability to offer it to buyers in a single, transparent environment and at scale.

With data as a very important component within the coalition's proposition, the platform is built for the future, based on contextual data from all participating media it is a viable solution for impending identity changes as buyers can access special content context that matches their brand or campaign in a privacy-first environment.

JP|PolitikensHus

TV2

BERLINGSKE MEDIA

“As we edge closer to the deprecation of third-party cookies, it paves the way for new collaborations that points to innovative ways the ecosystem can operate — giving back more control to both advertisers and publishers.”

DORTHE BJERREGAARD-KNUDSEN

Executive VP and COO, JP Politikens Hus

Programmatic Search Intelligence

Captify's pioneering offering 'Programmatic Search Intelligence' (PSI) uniquely fuses multi-channel media with Search Intelligence, providing a solution for the lack of consumer intent and recent of data available in the programmatic ecosystem. Captify's solutions ensure advertisers have multiple ways to harness its Search Intelligence, including Search-powered Contextual which is available via Xandr's data proprietary solutions and provides a compelling alternative to cookie-based segments and standard contextual offerings in the market.

captify.

“As the loss of third-party cookies approaches, advertisers' top concern is how this will impact their ad performance, and ultimately, their bottom line. As they begin to test and adopt new buying strategies that balance performance and privacy, it will become clear that standard contextual strategies won't cut it. However innovative solutions are emerging for the advertising market that empower advertisers to reach high performing, intent-powered audiences at scale. In fact Captify's Search-powered Contextual available via Xandr's platform is a compelling alternative to cookie-based segments and standard contextual offerings in the market.”

MATTHEW PAPA

SVP of Partnerships, Captify



Conclusion and Key Takeaways

The first step in navigating the changing landscape is to understand it. Leverage a vast network to develop a strategy that will meet business needs. Talk to partners — platform, identity, data providers, publishers and advertisers — about their plans and how they are preparing for 2022 and beyond.

It is important that marketers evaluate their options. There are many considerations, and many more on the horizon, that span the spectrum of addressability from 1:1 addressable, where audiences can be matched across advertiser and publisher, to non-addressable, where no identity signals are available for matching audiences.

Publishers must rethink their monetization strategies, leveraging direct consumer relationships that enable premium content delivery that users are accustomed to. Buyers and sellers need to be ready to do some experimentation during this crucial transitional period.

It is important to note that while all this change poses an industry-wide challenge, there are a number of reasons to remain optimistic.

1

The adtech ecosystem is embracing collaboration to promote identity solutions that put the consumer first. First-party data is inherently better than third-party data as it relies on direct relationships with consumers and there is a great opportunity for innovation during this state of rebuild.

2

The deprecation of the third-party cookie is imminent, but it's not tomorrow. There is still time to prepare.

3

The programmatic industry can still count on the amazing people that are working together to build incredible technology.

We are at the beginning of a new advertising world: a balance between respecting consumer privacy preferences and supporting the open internet. The move away from third-party cookies allows the industry to better embrace transparency and encourage more industry collaboration with players across the ecosystem.

The objective is not to establish a replacement for third-party cookies, but rather redefine identity solutions in a way that demonstrates the value exchange and puts the consumer at the forefront. As we have seen, there is no silver bullet solution. Instead, we can look forward to a combination of alternatives that the industry is building collaboratively.



Xandr's approach to identity

Xandr has a multi-faceted approach to identity solutions, to facilitate high-value transactions for buyers and sellers following the deprecation of third-party cookies and device IDs. We are laying the groundwork for agnostic interoperability for identifiers, so our clients can work flexibly with first-party data.

This includes authenticated user data, and industry identity solutions, alongside modelled and contextual solutions, support for browser and app provided frameworks, technology that enables ad serving without personal data.

For more information please contact your respective Xandr account manager.



About Xandr

A business unit within AT&T, Xandr powers a global marketplace for premium advertising. Our data-enabled technology platform, encompassing Xandr Invest and Xandr Monetize, optimizes return on investment for both buyers and sellers. For more than 143 years, AT&T has used data and technology to inform and improve the consumer experience.

