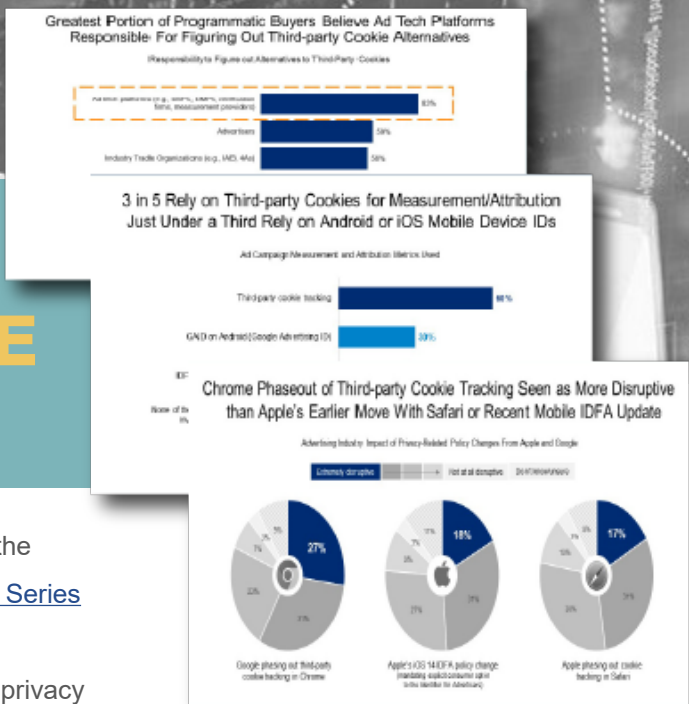


COOKIELESS FUTURE REPORT SERIES

How are marketers, agencies, and publishers preparing for life after the cookie? In a series of reports in 2021, The [Cookieless Future Report Series](#) will provide insights into how buyers and sellers are approaching the necessary changes they will need to make to address their data and privacy needs and succeed in their third-party cookie-less marketing and selling.



Report Overview

BUY SIDE RESPONDENT QUALIFICATIONS

- Involved in digital media decision making
- \$1M+ annual ad spend
- Mix of agency/marketer, verticals, titles

TOPICS COVERED IN OUR BUY-SIDE REPORT

- Expected adoption/use of contextual targeting, hashed emails, data consortia, data clean rooms, panel-based measurement, cohort-based measurement, The Trade Desk Unified ID 2.0, etc.
- Anticipated changes to ad spending across media types, platforms.
- Ways advertisers are gathering first-party data
- Ways advertisers are vetting third-parties identity services and tools for value, privacy compliance, scale, etc.
- Which types of solutions advertisers are most enthusiastic about, and which are overhyped.
- Alternate targeting tactics considering/using in lieu of IDFA/third-party cookies.
- Alternate measurement tactics considering/using in lieu of IDFA/third-party cookies.
- Features/functions that matter when working with ad tech partners/DSPs in the cookieless/IDFA-less future.
- Companies perceived in best position to navigate cookieless future.
- Stakeholders involved in identity discussions at the organization.

SELL SIDE RESPONDENT QUALIFICATIONS

- Involved in display or video sales or operations/monetization
- 3M+ unique monthly visitors across all digital properties
- Sells inventory programmatically
- Mix of small to large, desktop and mobile web/mobile/CTV and OTT

TOPICS COVERED IN OUR SELL-SIDE REPORT

- High-level sentiment on cookieless/IDFA less future.
- Ways publishers are preparing for cookieless/IDFA less future - tactics taking to prepare for:
 - Audience targeting/matching
 - Monetization effects
 - Programmatic environments
 - Publisher-specific measurement
 - Compatibility with third-party measurement firms
- Expected adoption/use of contextual targeting, hashed emails, data consortia, data clean rooms, The Trade Desk Unified ID 2.0, etc.
- Ways publishers are gathering first-party data.
- Alternate monetization channels/strategies to offset third-party cookies.
- Features/functions that matter when working with ad tech partners/SSPs in the cookieless/IDFA-less future.
- Companies perceived in best position to navigate cookieless future.

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ADVERTISERS
THINK

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