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PREPARING FOR A FUTURE WITHOUT THIRD-PARTY COOKIES AND IDFA:

FUTURE-PROOFING FOR IDENTITY

July 15, 2021



**Have Confidence in Every
Business Decision You Make**

TODAY'S SPEAKERS



Stuart Schneiderman
SVP Business Intelligence



Lauren Fisher
EVP Business Intelligence



Jeffrey Ralls
Sr. Strategy Manager
Ad Tech/Martech, Treasure Data

TODAY'S AGENDA

1

The current state of identity

2

What's being done today

3

Where we're headed

4

Why advertisers are prioritizing first-party data

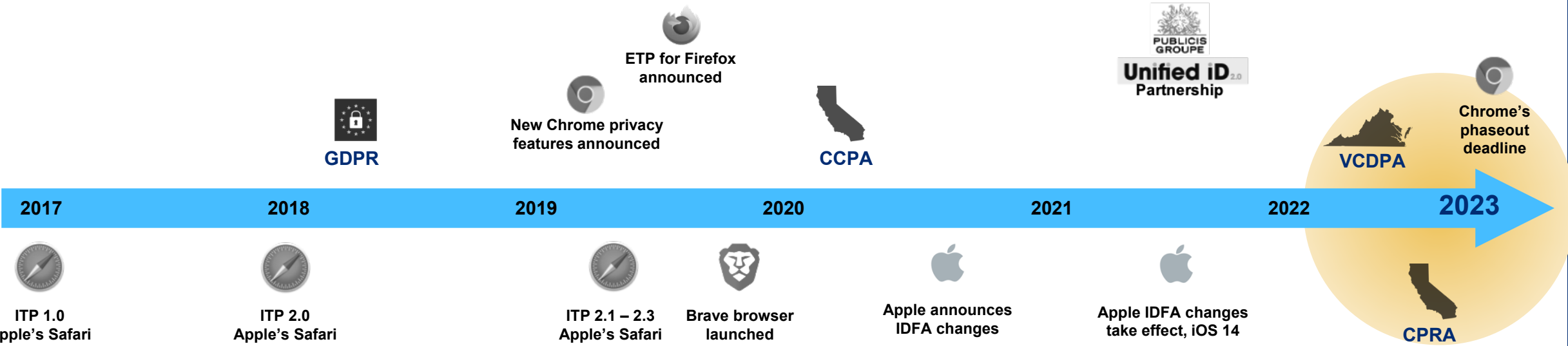


1.

THE CURRENT STATE OF IDENTITY

Short-term concern is met with long-term optimism

The privacy timeline: IDFA changes go into effect; Chrome's phaseout of third-party cookies to come in ~~early 2022~~ 2023





“THE SKY IS FALLING”

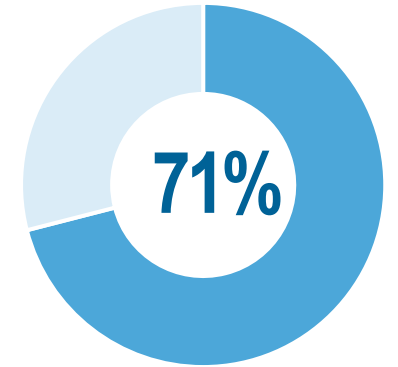
85%

Strongly/Somewhat Agree

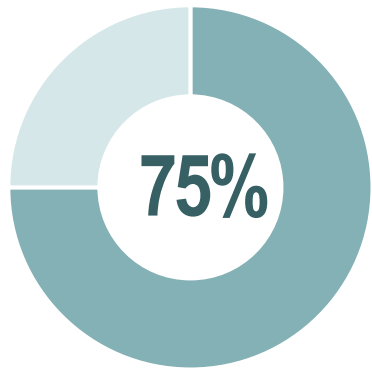
“I am concerned about the impact these changes will have on my business.”

Advertisers see the long-term benefit to these changes

I am optimistic that these changes will benefit our industry in the long run



Strongly/Somewhat Agree

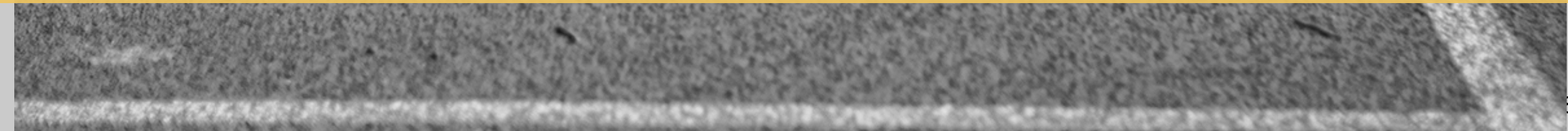


Strongly/Somewhat Agree

My company is prepared to address these changes internally and with agencies/clients, partners and publishers/vendors



**WHILE MANY ADVERTISERS SAY THEY'RE PREPARED,
MANY ARE ALSO STILL AT THE STARTING LINE**





2.

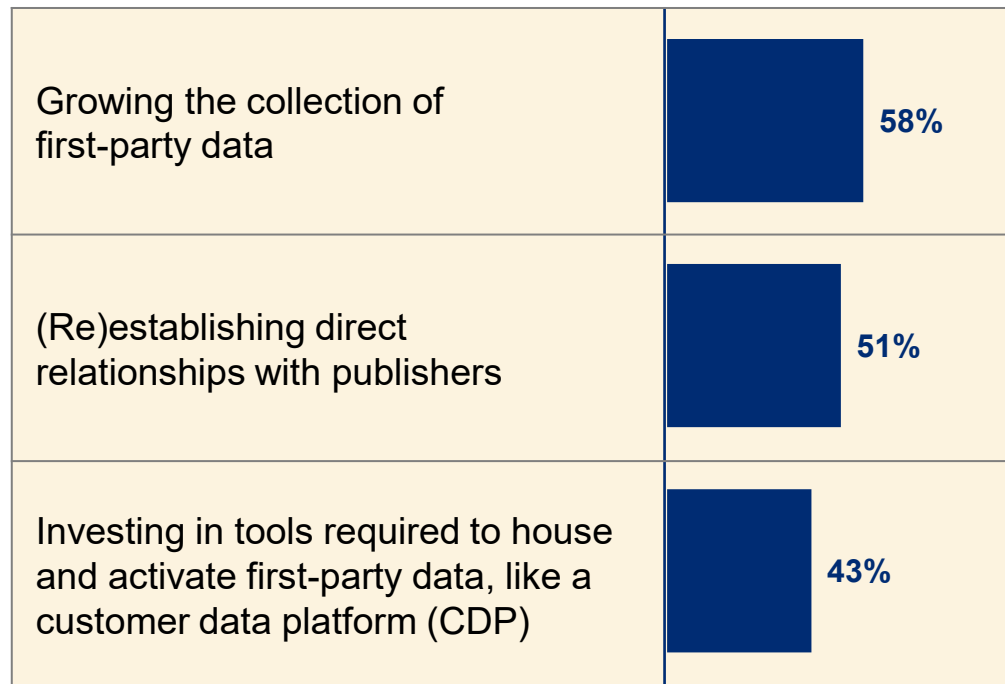
TAKING ACTION

Addressing impacts to targeting and measurement now and in the near term

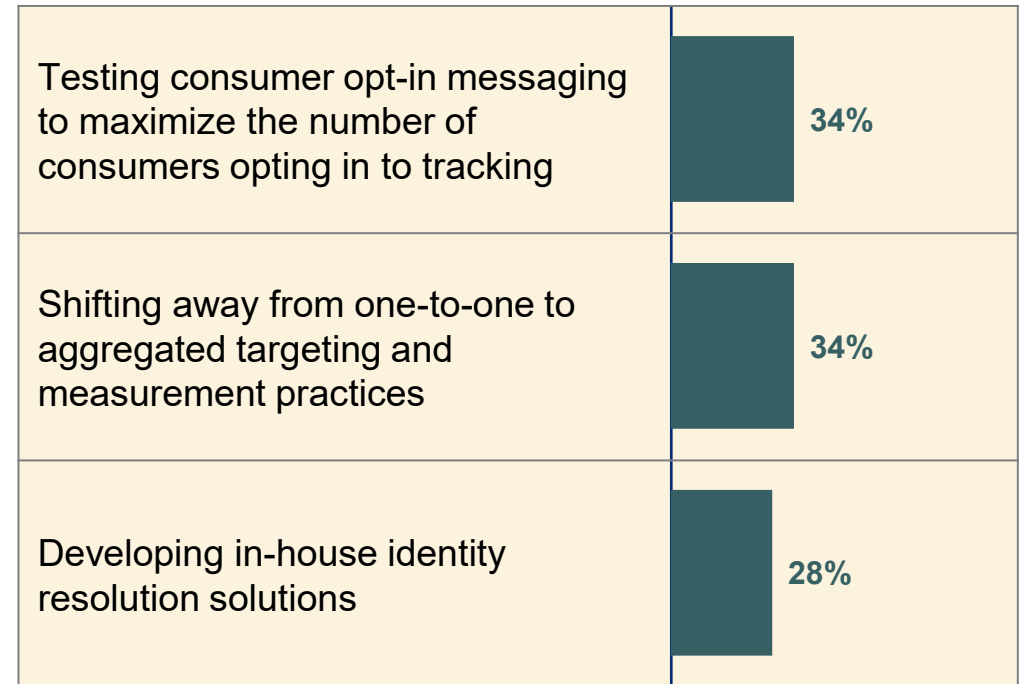
First-party data and publisher-direct relationships are top priorities

TOP-3 INTERNAL PREPARATIONS for Third-Party Cookie and MAID Changes

ADVERTISERS ARE CURRENTLY:



WITHIN THE NEXT 6 MONTHS ADVERTISERS ARE:





“

The executives' reaction right now is the desire to collect millions of consumer profiles so we can activate and build our own data warehouses. They want to collect all the data, even though the regulation and vibe from consumers is, 'Maybe don't collect all my data... just collect what you need to in order to make the internet not shady.'

There's a lot of anxiety around this.

- Marketing executive, CPG

**TOP-5 TACTICS TO
ADDRESS IMPACT ON
AUDIENCE
TARGETING**

1

Growing first-party data collection and usage

2

Leveraging other advertisers'/agencies/publishers first-party data to extend audience reach

3

Using third-party vendors to authenticate audiences

4

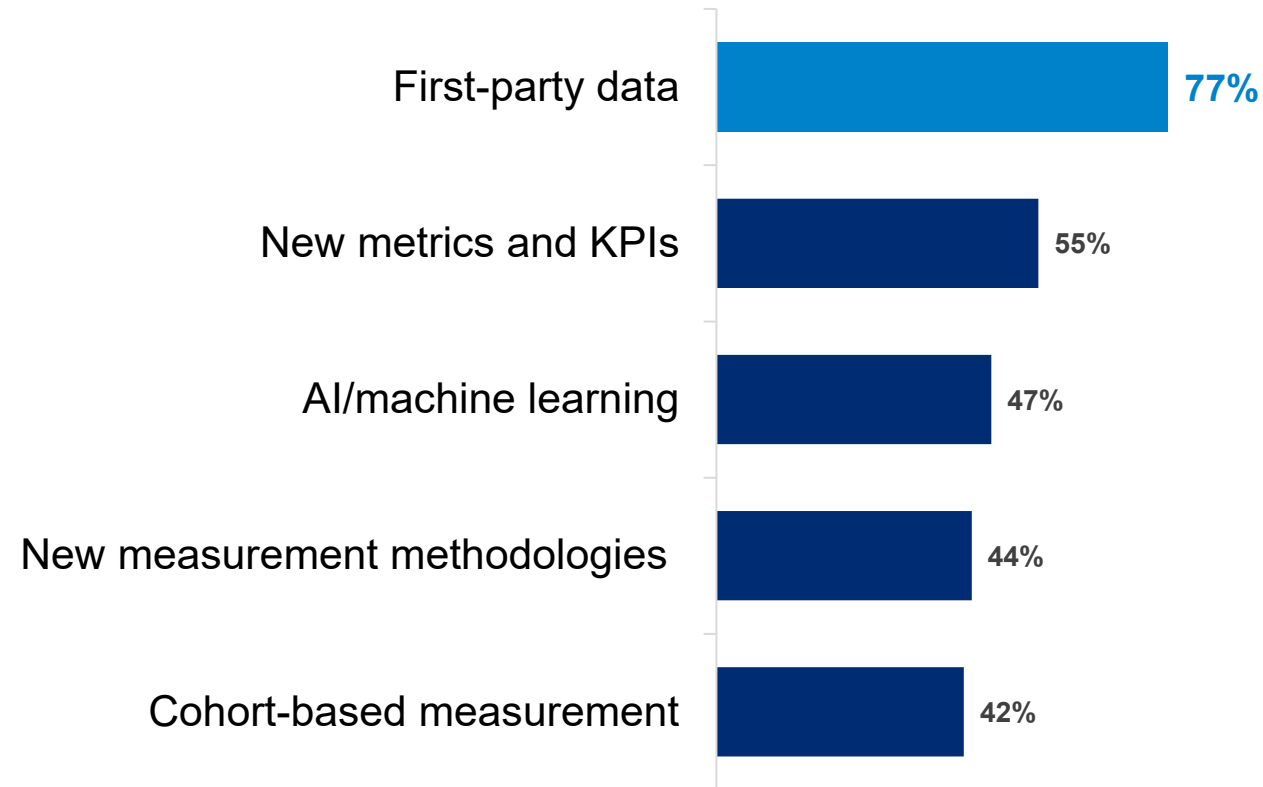
Relying on contextual and other targeting that does not require one-to-one audience matching

5

Making greater use of the walled gardens

First-party data sees parallel priority when making modifications to measurement practices

Top-5 tactics and measurement methods using/considering to help with measurement in a post-third-party cookie and MAID world





3.

PRIORITIZING FIRST-PARTY DATA

Why is it so important, and where does it fit into long-term strategies?



WHAT'S THE BIG DEAL WITH FIRST-PARTY DATA?

How are advertisers collecting first-party data today?

Top-3 ways advertisers are currently collecting first-party data



Growing email list subscribers

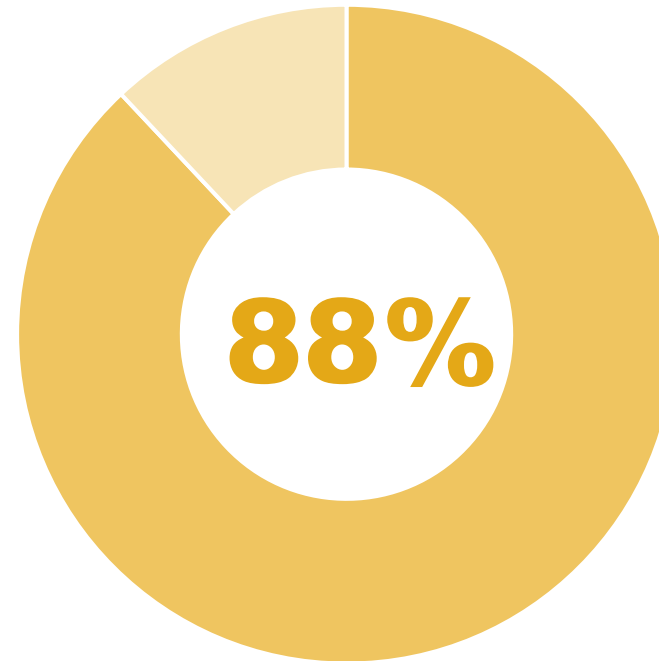


Via site/app visitation behavior



Via social media

**ADVERTISERS ARE EYEING
SYSTEMS & SOFTWARE TO
MANAGE THEIR
FIRST-PARTY
DATA ASSETS**



The portion of US advertisers and agencies
currently/planning to invest in CDPs
to house and activate their first-party data



EXPERT POV: WHAT ARE BEST PRACTICES AND PITFALLS FOR PUTTING FIRST-PARTY DATA TO USE?

KEY TAKEAWAYS

1

Advertisers are approaching the new identity landscape with equal parts concern and optimism.

2

Many have already taken steps to mitigate the impact of the phaseout of third-party cookies and IDFA on their current ad targeting and measurement practices.

3

First-party data is proving a pivotal data asset in futureproofing both targeting and measurement strategies.

4

Advertisers leaning into first-party data must be ready to recognize the rules and trade-offs with this type of data.



THANK YOU

Contact us at info@AdvertiserPerceptions.com for more information regarding access to our full report

For more information on Treasure Data, please contact jeffrey.ralls@treasure-data.com



Have Confidence in Every Business Decision You Make

About Us



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Treasure Data is an enterprise Customer Data Platform (CDP) that harmonizes an organization's data, insights, and engagement ecosystems to drive relevant, real-time customer experiences throughout the entire customer journey. Treasure Data helps brands give millions of customers and prospects the feeling that each one is the one and only. Treasure Data has over 400 customers spanning the Fortune 500 and Global 2000 enterprises.