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

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Have Confidence in Every Business Decision You Make
TODAY’S SPEAKERS

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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

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

Strongly/Somewhat Agree

71%
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

<table>
<thead>
<tr>
<th>ADVERTISERS ARE CURRENTLY:</th>
<th>WITHIN THE NEXT 6 MONTHS ADVERTISERS ARE:</th>
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<tbody>
<tr>
<td>Growing the collection of first-party data</td>
<td>Testing consumer opt-in messaging to maximize the number of consumers opting in to tracking</td>
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<td>(Re)establishing direct relationships with publishers</td>
<td>Shifting away from one-to-one to aggregated targeting and measurement practices</td>
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<td>Investing in tools required to house and activate first-party data, like a customer data platform (CDP)</td>
<td>Developing in-house identity resolution solutions</td>
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58%, 51%, 43%                                                                                      34%, 34%, 28%
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

- First-party data: 77%
- New metrics and KPIs: 55%
- AI/machine learning: 47%
- New measurement methodologies: 44%
- Cohort-based measurement: 42%
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?
Advertisers are approaching the new identity landscape with equal parts concern and optimism.

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.

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

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

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the absolute best organizational, sales, and/or marketing decisions, driving greater revenue and increased client satisfaction.

TREASURE DATA

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.