

# State of Data Townhall: Identity / Addressability

August 24<sup>th</sup>, 2021



A large, vertical red graphic on the right side of the slide. It features a dark red background with several diagonal, glowing red lines that create a sense of depth and movement. The 'iab.' logo is centered in the upper half of this graphic, rendered in a white, lowercase, sans-serif font.

# Programmatic + Data Center Team



**Orchid Richardson**  
Senior Vice President  
Programmatic+Data Center  
**IAB**



**Angelina Eng**  
Vice President  
Measurement & Attribution  
**IAB & IAB Tech Lab**



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Senior Director  
Programmatic + Data Center  
**IAB**

# Agenda

- Introduction
- Panel Discussion
- Closing Remarks

## Presenters / Panelists



**Tal Chalozin**  
Co-founder and CTO  
Innovid



**Aimee Irwin**  
Vice President, Strategy  
Experian



**Dan Taylor**  
Vice President of Google Ads  
Google

# IAB Programmatic + Data Center

The **IAB Programmatic + Data Center** is driving the “data agenda” for the digital media, marketing, and advertising industry. Our mission is to define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them.



The only organization of its kind that **represents the complete data** ecosystem – including publishers, ad tech, mar tech, agencies, brands and consultancies.



Our **cross-organizational partners** enable us to provide business guidelines AND build the technical solutions needed for implementation.



Our **research** is the most comprehensive due to our unique access to and complete view of the programmatic ecosystem.

## Board Companies


# Areas of Focus



**Addressability.** With impending changes to third-party cookies and other identifiers, IAB is convening stakeholders across the digital supply chain and providing **resources to help partners rearchitect digital marketing to harmonize privacy, personalization, and community.** Our goal is to ensure brands and publishers preserve their ability to communicate effectively with their customers.



**Measurement.** Measurement powers the digital advertising ecosystem. It's the basis for knowing whether a target goal was achieved and how ads performed. The metrics generated are the standardized currency for our industry. IAB's goals are to provide essential industry guidance on how to **measure media and audiences across platforms amid changes in underlying technology** as well as suggest best practices and guidelines for measurement and attribution, with considerations for addressability, brand safety, ad fraud, and privacy.



**Privacy.** Consumer trust is the lifeblood of digital media and brand loyalty. With the loss of identifiers and increased privacy regulation, advertisers and marketers need to **find new ways to operate their business, address their customers with personalized messaging, and comply with local and global legislation.** Our industry has grown quickly, with innovation outpacing regulation. Now, we need to harmonize privacy, consumer protection, and community.

# Browser/OS Ads Testing Working Group

The world of identity as we know it is about to change, as the looming elimination of the third-party cookies and other identifiers has **marketers actively seeking solutions** for unprecedented scenarios. While much is still uncertain, it is near guaranteed that the digital marketing landscape is about to be upended. With this massive change on the horizon, **it is more important than ever that the advertising community is educated, informed and speaking the same language.**

**Programmatic+Data Center** is gathering thought leaders and industry experts to:

- Strategize on approaches to emerging forms of addressability
- Crowd-source implementation ideas for testing features, such as FLoC, FLEDGE, etc.
- Share aggregate results, successes, and failures in early testing
- Build consensus for collective feedback to browsers and other platforms rolling out new forms of addressability

# What We Intend To Learn

- What are the uses cases for FLoC and FLEDGE?
- Will FLoC and FLEDGE be effective? What can we expect?
- Can they scale? Are there any limitations with reach?
- How do marketers figure out which cohorts are best for them?
- Do we need new tech standards, or need to update any current tech standards?
- How can it be used to target and measure product and/or page specific interest?
- How will we measure campaign effectiveness? What will matter most - viewability, clicks or conversion?
- What data will be available? How do we access the data? What can we do with the data?
- What are some of the business implications for measurement, brand safety, ad fraud, etc, that we need to consider? (Especially from a contractual perspective)
- And more...

# We Need Your Support. Our Ask Of You....

## Involvement

- Establish testing KPIs, strategy approaches, specs, and requirements
- Provide and share feedback, POV, and results
- Develop educational and deployment strategy guides

## Engagement

- Meet once or twice a month; 1-2 hours (starting in late-Sept)
- Speaking opportunities, sponsorship and discounts to IAB events
- Contribute and author presentations, guides, and other documents

IAB welcomes industry thought leaders from marketing, ad operations, data analytics, legal & compliance, product, and other interested parties in developing and establishing industry standards and guidance towards testing and activation.

FOR MORE INFORMATION, CONTACT THE PROGRAMMATIC+DATA CENTER • [DATA@IAB.COM](mailto:DATA@IAB.COM)





## Upcoming Training Courses

We train media professionals and certify their knowledge for employers and business partners. Since 2012, 19,000 professionals at 1,500 companies have participated in our professional development programs.

- **Eliminate the Things that Hold Your Presentations Back** *AUG 25 2021*
- **Programmatic Demystified** *OCT 5 2021*
- **Let Active Listening Open the Door to Collaboration** *OCT 12 2021*
- **Introduction to Malware and Ad Quality** *NOV 16 2021*
- **Introduction to Programmatic Selling** *NOV 18 2021*
- **Cannabis Category Growth and The Untapped Opportunity for Advertisers** *DEC 8 2021*
- **Introduction to Programmatic Selling** *DEC 16 2021*



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## Upcoming Events

- **IAB Tech Lab's Transparency Center Webinar** *AUG 25 2021*
- **2021 IAB Podcast Upfront Fall** *SEP 9-10 2021*
- **2021 IAB Fall Marketplace** *SEP 14 2021*
- **IAB Audience Connect: Balancing Privacy, Personalization & Safety** *SEP 15 2021*
- **IAB Tech Lab Summit: Renaissance** *OCT 11 2021*
- **2021 IAB Brand Disruption Summit** *NOV 8-10 2021*
- **IAB Public Policy & Legal Summit 2021** *NOV 16 2021*
- **2022 IAB ALM AUG 24 2021** *JAN 30 - FEB 1 2022; PALM DESERT, CA*



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# Meet Our Panelists



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