IAB State of Data:
Identity & Addressability

Steve Francolla
Permutive Partnerships & Ecosystem
Bye Bye, Third-Party Cookies

Michael Caccavale
Forbes Councils Member
Forbes Agency Council
COUNCIL POST: Membership (non-based)
Leadership

CEO of Paris Marketing and innovator and forward-thinker behind the company's marketing enablement, analytic and optimization solutions.
Antitrust Regulators Are Turning Up The Heat On Big Tech. Here’s Your Cheat Sheet

by Allison Schiff // Posted on Friday, June 18th, 2021 at 12:35 am.

Identity Reality Check: Most Identity Solutions Will Fail

by AdExchanger Guest Columnist // 2 days ago

"The Sell Side" is a column written by the sell side of the digital media community.

Today's column is written by Ian Trider, VP of RTB platform operations at Centro.

If there are at least 80 companies purporting to offer identity solutions, surely the ad tech industry is set, right? Nope. I would argue that most of these companies will fail for technical, business, or policy reasons.
“Keeping the internet open and accessible for everyone requires all of us to do more to protect privacy—and that means an end to not only third-party cookies, but also any technology used for tracking individual people as they browse the web.”

David Temkin
Director of Product Management for Ads Privacy and Trust, Google

Forbes: Google is Phasing Out Data Driven Web Tracking Based on Personal Browsing Activity
Identity
Identity ≠ Identity in the bidstream
Consumers are Data Savvy

1 in 5

Consumers have avoided a brand over data practices in the past 12 months

19%

Consumers have selected a competitor company over better data policies

Source: Forrester Study – The Future Of Data Security And Privacy
I'm Being Followed: How Google—and 104 Other Companies—are Tracking Me on the Web

By Alexis C. Madrigal

Who are these companies and what do they want from me? A voyage into the invisible business that funds the web.
How would we rebuild the digital ecosystem if we put consumers first?

- We wouldn’t put personal identifiers into the bid stream.
- Browsing data and habits would stay within the environments it happened in.
- We’d transparently tell consumers how we got their data and how we intend to use it.
- We wouldn’t collect data a user can’t change or delete.
What sort of data is privacy compliant?

- **Direct relationship**: Have a first-party relationship with the end consumer.

- **1st party data**: First-party data is immune to the regulatory and browser changes that are afoot.

- **Privacy safe**: Can put safeguards in place to protect user privacy.
Cross-domain user IDs will not scale beyond the 5%
Scaling beyond first party direct relationships requires a strong partnership between brands and publishers.

- **Anonymous Web**
  - Potential Reach with ID Solutions
  - Potential Reach with Modeled ID Solutions
  - Potential Reach with Publisher Cohorts

- **Authenticated Audience**
There are some mechanics of digital advertising that we know are sustainable

Transition to cohort-based buying
Direct Publisher relationships for data and activation
Ability to safely on-board your data into Publishers
Scale through insights and modelling
What do we have to gain from working in a new way

- Cleaner supply chain
- Confidence in data integrity
- Stability for the future
- Rebuilding customer trust