New Rules for Digital Media

Addressability & First-Party Data
| Time                  | Session       | Guest Speakers                          | Job Title                                                      | Company          |
|----------------------|---------------|-----------------------------------------|                                                               |                  |
| 1:30–1:42pm ET       | Introduction  | Angelina Eng                           | VP, Measurement & Attribution                                 | IAB              |
| 1:42–2:07pm ET       | Presentation  | Jessica Munoz, Kerel Cooper             | SVP, Product Marketing & GTM Strategy, Chief Marketing Officer| LiveIntent       |
| 2:07–2:32pm ET       | Fireside Chat | Bill Michels                           | Executive Vice President, Product & Engineering               | The Trade Desk   |
New Rules for Digital Media Town Hall Series

- New Rules for Digital Media Town Hall: Privacy & Trust

Arielle Garcia  
Chief Privacy Officer  
UM Worldwide

Lisa Giacosa  
President & Global Head of Data, Technology, Analytics & Insights  
Spark Foundry

Rachel Glasser  
Chief Privacy Officer  
Magnite

Richy Glossberg  
Co-Founder and Chief Executive Officer  
SafeGuard Privacy

Casey Hill  
Product Manager  
One Trust

Glenn J. Hansen  
President and Chief Executive Officer  
BPA Worldwide

Derek Nicol  
Vice President of Advertising Technology  
ViacomCBS
• **New Rules for Digital Media: Addressability & First Party Data**
  Video On-Demand will be available next week

• **New Rules for Digital Media: Addressability & Measurement**
  December 14th, 2021 | 1:30-3pm ET
  The third session of the New Rules for Digital Media series will feature experts from top-tier companies discussing how advertisers and publishers can continue to market to users more efficiently and effectively in years to come. We’ll uncover ways companies are using innovative ways to target and measure audiences that do not rely on cookies. You’ll hear from Lotame, Neustar, Pubmatic, TransUnion, and Yahoo on the future of identity, addressability, and measurement.

![Discussion Topics](image.png)

- **Targeting:** Contextual, Behavioral, Audiences / Cohorts
- **Media Platforms/Channels:** CTV, Video, Audio, Display, Programmatic, Social, Display
- **Measurement & Reporting:** Data clean rooms, Attribution, Data Aggregation, Incremental Reach / Lift / Sales
Google and Apple are leading in protecting consumers’ privacy

Apple allows users to block certain types of content in Safari, such as ads, tracking scripts and elements that can cause slow page loads.

Apple introduced Storage Access API. Partitioned Cookies no longer persistent, blocked cookies set to purge.

Apple limits single set of cookies per site. 7-days storage cap for client-side cookies. Partitioned cache verification.

Apple implements Enhanced Prevention of Tracking Via Link Decoration. Updates the Storage Access API.

Cookies for cross-site resources are now blocked by default. 7-Day Cap on All Script-Writeable Storage. Release of Cookie Blocking Latch Mode and Detection of Delayed Bounce Tracking.

Saps the expiry of cookies set third-party CNAME-cloaked HTTP responses to 7 days. SameSite=Strict Cookie Jail for Bounce Trackers. Third-Party Cookie Blocking and Storage Access API.


Releases iOS 15. App Privacy Report, Hide my IP for trackers in Safari, Hide my IP for external content in mail, Hide My Email, iCloud Private Relay.

Google Ads plans a (US) release “About This Ad” giving users more transparency and control of which ads to see.

Android 12 will limit developer’s access to Google Advertising ID (GAID) on allowing users to opt-out of ad personalization. Will allow users to share “approximate” location instead of precise. New Privacy Dashboard.

Announces delaying Privacy Sandbox till 2023.

Google Ads plans to release data-driven attribution to become the default model for all Google Ads Conversion.

Apple plans to release iOS 16.

Rolls out Privacy Sandbox.
Google and Apple have the largest US share of browser usage

<table>
<thead>
<tr>
<th>Browser</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>50.38%</td>
</tr>
<tr>
<td>Safari</td>
<td>34.87%</td>
</tr>
<tr>
<td>Edge</td>
<td>6.17%</td>
</tr>
<tr>
<td>Firefox</td>
<td>3.42%</td>
</tr>
<tr>
<td>Samsung</td>
<td>1.96%</td>
</tr>
<tr>
<td>IE</td>
<td>0.81%</td>
</tr>
</tbody>
</table>

*~85% Total Share*

**Browser Version**

<table>
<thead>
<tr>
<th>Browser Version</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safari iPhone</td>
<td>24.83%</td>
</tr>
<tr>
<td>Chrome for Android</td>
<td>18.35%</td>
</tr>
<tr>
<td>Chrome 94</td>
<td>16.2%</td>
</tr>
<tr>
<td>Edge 94</td>
<td>4.16%</td>
</tr>
<tr>
<td>Safari 14.1</td>
<td>3.91%</td>
</tr>
<tr>
<td>Chrome 93.0</td>
<td>3.89%</td>
</tr>
</tbody>
</table>

This represents ~54% of Chrome Desktops.
Chrome 95 release 10/19

*Source: gs.statcounter.com* - October 2021 (desktop, mobile, and tablet)
iPhone users are quick to install the latest version of iOS

<table>
<thead>
<tr>
<th>iOS Version</th>
<th>Percentage</th>
<th>Released Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS 14.7</td>
<td>34.21%</td>
<td>07/19/21</td>
</tr>
<tr>
<td>iOS 14.8</td>
<td>24.27%</td>
<td>09/15/21</td>
</tr>
<tr>
<td>iOS 15.0</td>
<td>19.85%</td>
<td>09/20/21</td>
</tr>
<tr>
<td>iOS 14.6</td>
<td>5.69%</td>
<td>05/21/21</td>
</tr>
<tr>
<td>iOS 15.1</td>
<td>0.94%</td>
<td>09/20/21</td>
</tr>
<tr>
<td>iOS 14.5</td>
<td>0.58%</td>
<td>04/26/21</td>
</tr>
</tbody>
</table>

~86% have upgraded to iOS 14.5 and above

~14% of iOS devices have not upgraded to 14.5+

Thank you auto-install.

Source: gs.statcounter.com - October 2021
A spectrum of consumer preferences for personalized ad experiences

I do not want sites & apps use my data for ads.

I’m ok if sites & apps recognize my visits to control how often I see ads.

I want everything personalized just for me.
And we’re seeing that play in real-time with Apple iOS’s ATT Framework: ~15% Opt-In

Source: Flurry: iOS 14 Opt-In Rate Since Launch. Updated September 6, 2021
Changes is already underway...and will continue

**Don’t Track Online**
- Blocking of Third-Party Cookies
- Limit Use of First-Party Cookies

**Don’t Learn About Habits**
- Limit access of browser history
- Shift to cohort targeting

**Don’t Use Identifiers**
- Limitations of mobile / device / user identifiers
- Limit sharing of first party data to third parties
- Masking of PII data (e.g. email address)

**Don’t Follow**
- Obfuscation of IP / Wi-Fi Addresses
- Limited use of Geo-Data
Making it more difficult to measure, attribute and make decisions

**Reporting & Attribution**
- Shorter Attribution Windows
- Restrictions on Link Decorations
- Aggregated Reporting
- Predominantly Post-Click Attribution

**Time Delays**
- Delayed Signals
- Delayed Reporting

More difficult to:
- Cross Site Tracking
- Multi-Touch Attribution
- Cross-Channel Attribution
- Cross-Device Attribution
- Gather consumer insights

And as a result:
- Longer Reaction Times
- Optimization Limitations
- More questions than answers
- Potential negatively impact to revenue, sales, conversions (reduction in volume, increase in cost per)
IAB is gathering thought leaders and industry experts together via the Browser / OS Ads Testing Task Force.

**Collaborate**
- Strategize on approaches to emerging forms of addressability
- Crowd-source implementation ideas for testing features, such as floc, FLEDGE, etc.

**Test**
- Ultimately, share aggregate results, successes, and failures in early testing
- Build consensus and collective feedback to browsers and other platforms rolling out new forms of addressability

**Share**
- If you’re interested in joining, or would like more info, email data@iab.com
Jessica Munoz
SVP, Product Marketing & GTM Strategy

Kerel Cooper
Chief Marketing Officer
Build, enrich, and activate first-party audiences
Introductions

Jessica Muñoz
SVP, Product Marketing & GTM Strategy
She/her/hers

Kerel Cooper
Chief Marketing Officer
He/him/his
Newsletters are having a moment

**May 19, 2021**
*The Drum:*
Want to understand the Substack craze? Think of it as evolution

**June 25, 2021**
*MediaPost:*
Put Your Money Where Your Email Is: Brands, Publishers Are Investing This Year

**Aug 19, 2021**
*Admonsters:*
NY Times goes all in on newsletters

**Sept 8, 2021**
*Digiday:*
The Washington Post wants three minutes of your morning to read (or listen to) its newsletter
We’ve spent a decade establishing a programmatic first-party email network that is impossible to replicate in both technology and scale.
LiveIntent unlocks two addressable media channels: web and email
Our graph is refreshed daily by organic engagement across devices and channels.
Create custom audiences by onboarding a customer file or using LiveConnect to build audiences based on engagement with your website or mobile app.
Leveraging the LiveIntent DSP or your DSP of choice, you can then **target the consumers in your audience**.
Accurately attribute engagements with customers exposed to your advertising using the nonID.

- First impression on the web
- Second impression in email
- Purchase on website
Email newsletter exchange offers authenticated media in a truly unique channel

100% logged-in audience
Authentic impressions seen by real subscribers

200+ million unique readers
Validating hashed emails and publishers’ audiences

2000+ premium publishers
Including 22 of the Comscore Top 50 media properties
Rue Gilt Groupe secures new high-value customers and achieves 2X higher conversion rate

“As long-time partners of LiveIntent, we have been continuously impressed with the team’s creativity and dedication in finding customized solutions for our business. The “Add-to-Cart” optimization, being our latest success, has unlocked Gilt’s ability to acquire valuable customers at a higher scale than we’ve ever achieved on the LiveIntent Platform.”

Christine Rhea
Senior Manager of Growth Marketing, Rue Gilt Groupe
LiveIntent delivers quality identity resolution for web inventory, embedded throughout the programmatic ecosystem.

- **5** Header bidding partners
- **4,000+** Websites with LiveIntent Identity enabled
- **88%+** Resolution rate across sites with LiveIntent Identity

Partners:
- INDEX EXCHANGE
- Prebid
- Magnite
- PubMatic
- OpenX
- CBS Sports
- USA TODAY
- CNET
- ORACLE
- Liberty Mutual
- Zulily
- Chicago Tribune
- Meredith
- Hearst
- Staples
- MediaMath
Challenge

Wanted to increase the scale of their first-party audiences on the web and reduce inefficient media spend due to low match rates for third-party cookie segments.

Solution

The brand worked with LiveIntent to onboard their first-party data and build a nonID segment. They targeted the segment across websites with LiveIntent Identity enabled.

Greater reach of first-party audiences using the **nonID**

H2H against their third-party cookie segment:

- **LiveIntent identified** 45% more impressions with the nonID
- **Advertiser scaled ad spend** 30% more using their nonID segment
Thank you!

We appreciate you tuning in to learn more about Authenticated Bridge.

Want to know more?
contact@liveintent.com
LiveIntent References

Links to some of the content LiveIntent produced recently related to Apple's MPP.

- Real Time Banter chat with Chad White from Oracle: What you need to know about Mail Privacy Protection
- How email marketers can adapt to Apple's Mail Privacy Protection
- Retargeting and addressability in the new privacy-first programmatic landscape
- How advertisers can adapt to iOS 15 with LiveIntent
- How publishers can adapt to iOS 15 with LiveIntent
Bill Michels
Executive Vice President
Product & Engineering
Unified ID 2.0 Resources

Links to some of resources to learn more about Unified ID 2.0

• Industry Initiative: Unified ID 2.0
• What the Tech is Unified ID 2.0?
• Documentation Repository for Unified ID 2.0 – GitHub
• Unified ID 2.0 Partners
• In Human Terms, Episode 15: Unified ID 2.0
• IAB Tech Lab: Authenticated Consumers & The Trade Desk’s UID 2.0 Webinar
Thanks to our sponsors

![LiveIntent](#)

![theTradeDesk](#)