New Rules for Digital Media

Addressability & First-Party Data

Agenda

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
2:32–2:57pm ET	Panel	Angelina Eng Malcolm Houtz Brian Klochkoff Jake Moskowitz Robert Redmond Troy Cunningham Cathy Mulrow-Peattie Imène Drir	VP, Measurement & Attribution VP, Data Science Head of Automation Head of Data Strategy Design Principal, Head of AI Product Design Head of Information Security Of Counsel VP, Measurement Strategy & Data Governance	IAB Alliant dentsu Emodo IBM IPONWEB Loeb & Loeb ViacomCBS

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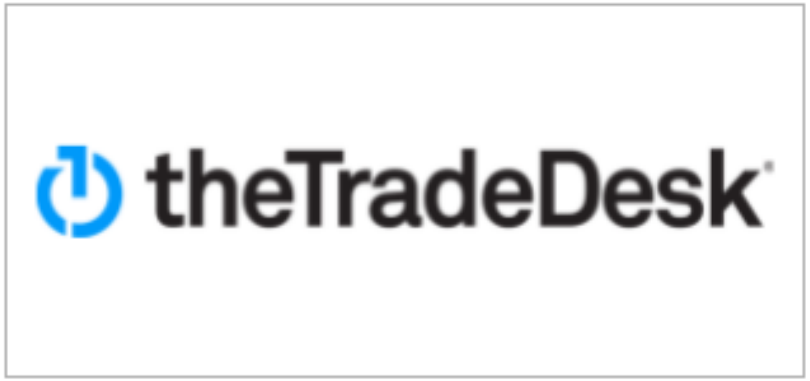

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New Rules for Digital Media Town Hall Series

- **New Rules for Digital Media Town Hall: Privacy & Trust**
  Watch On-Demand at: https://www.iab.com/video/new-rules-for-digital-media-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 Glassberg
Co-Founder and Chief Executive Officer
SafeGuard Privacy

Casey Hill
Product Manager
One Trust

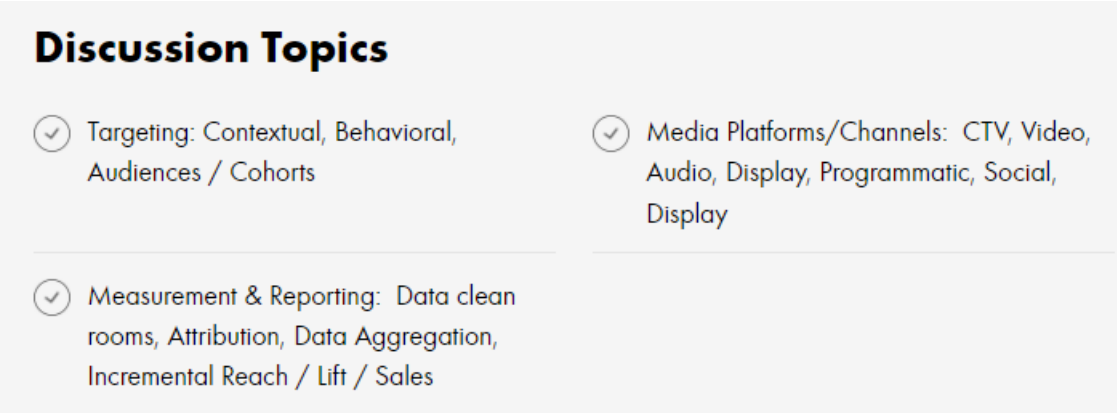
Glenn J. Hansen
President and Chief Executive Officer
BPA Worldwide

Derek Nicol
Vice President of Advertising Technology
ViacomCBS

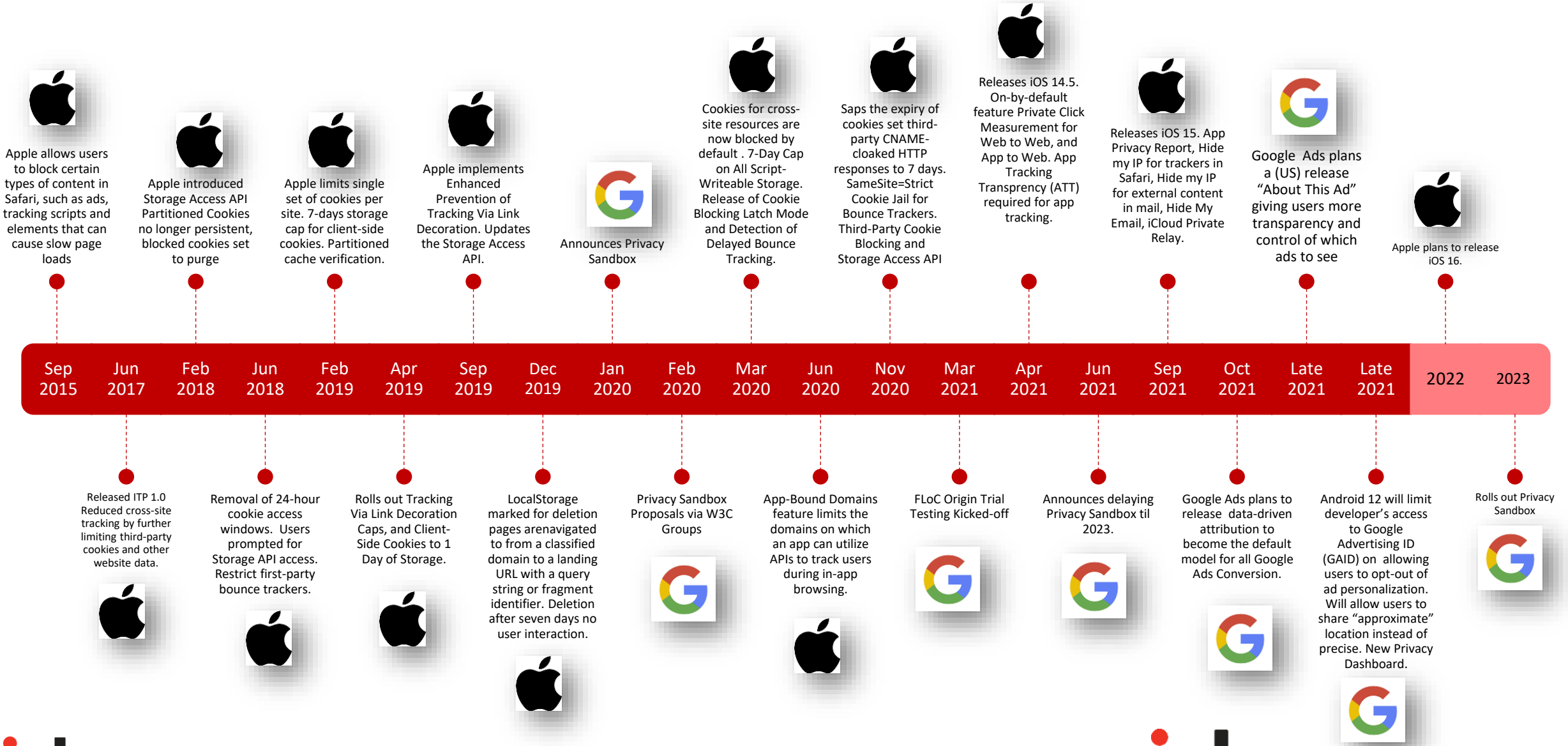
New Rules for Digital Media Town Hall Series

- **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
  https://www.iab.com/events/new-rules-for-digital-media-addressability-measurement/
  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.



Google and Apple are leading in protecting consumers' privacy



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Google and Apple have the largest US share of browser usage

Browser

Chrome	Safari	Edge	Firefox	Samsung	IE
50.38%	34.87%	6.17%	3.42%	1.96%	0.81%

~85% Total Share

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

Browser Version

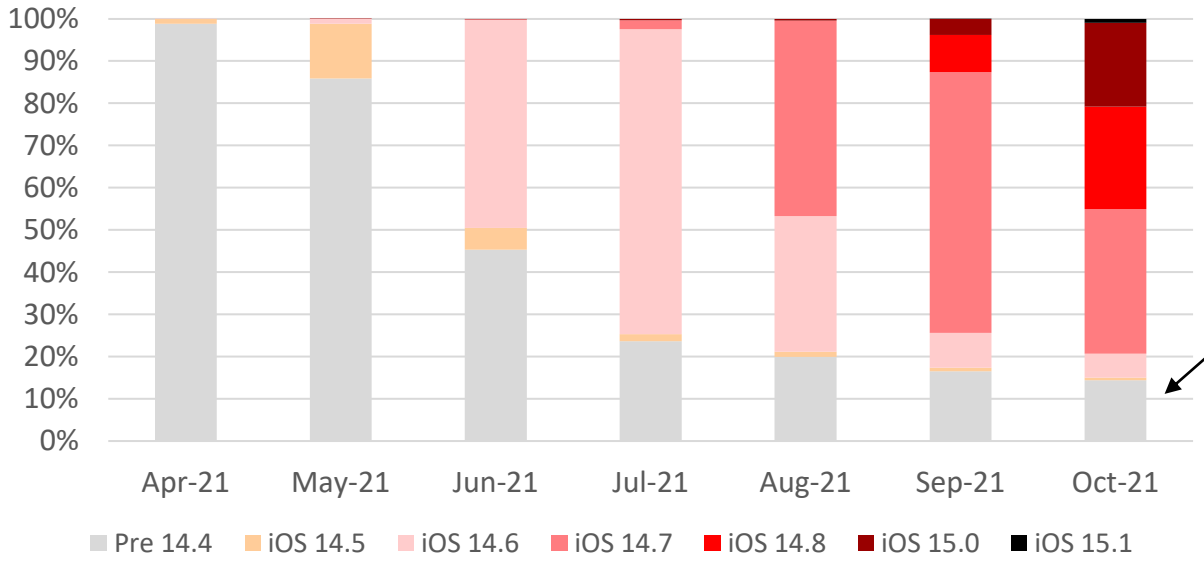
Safari iPhone	Chrome for Android	Chrome 94	Edge 94	Safari 14.1	Chrome 93.0
24.83%	18.35%	16.2%	4.16%	3.91%	3.89%
		Released 09/20/21			

Source: gs.statcounter.com - October 2021 (desktop, mobile, and tablet)

iPhone users are quick to install the latest version of iOS

iOS 14.7	iOS 14.8	iOS 15.0	iOS 14.6	iOS 15.1	iOS 14.5
34.21%	24.27%	19.85%	5.69%	0.94%	0.58%
Released 07/19/21	*Released 09/15/21*	*Released 09/20/21*	*Released 05/21/21*	*Released 10/25/21*	*Released 04/26/21*

~86% have upgraded to iOS 14.5 and above

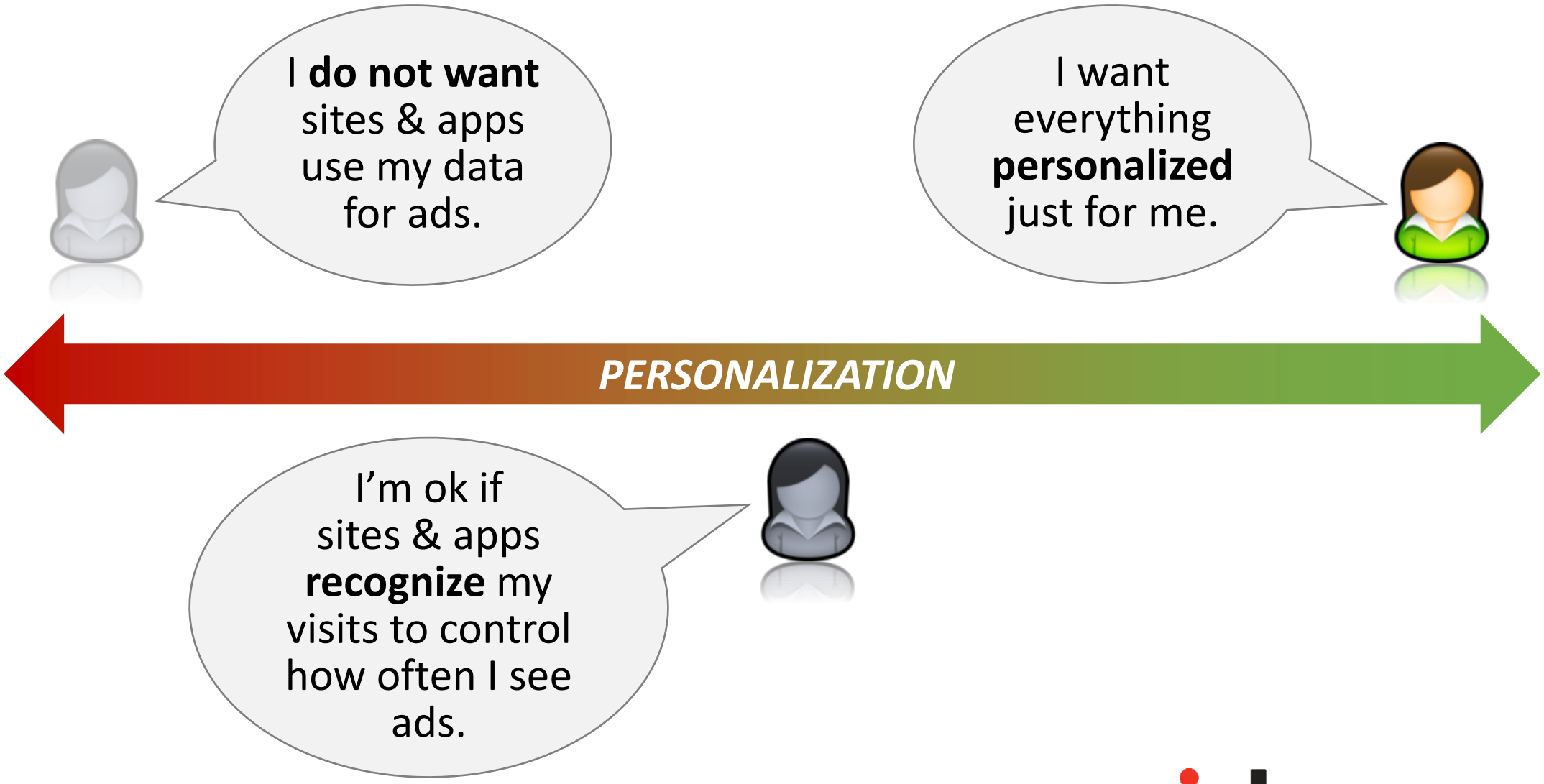


~14% of iOS devices have not upgraded to 14.5+

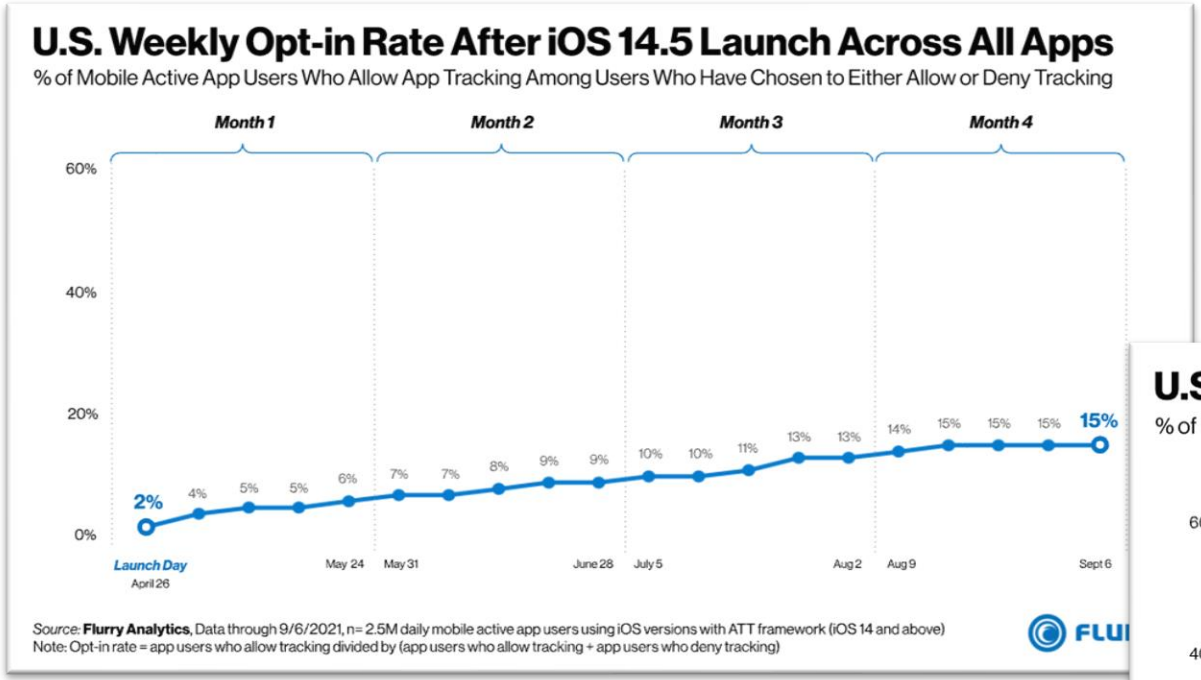
Thank you auto-install.

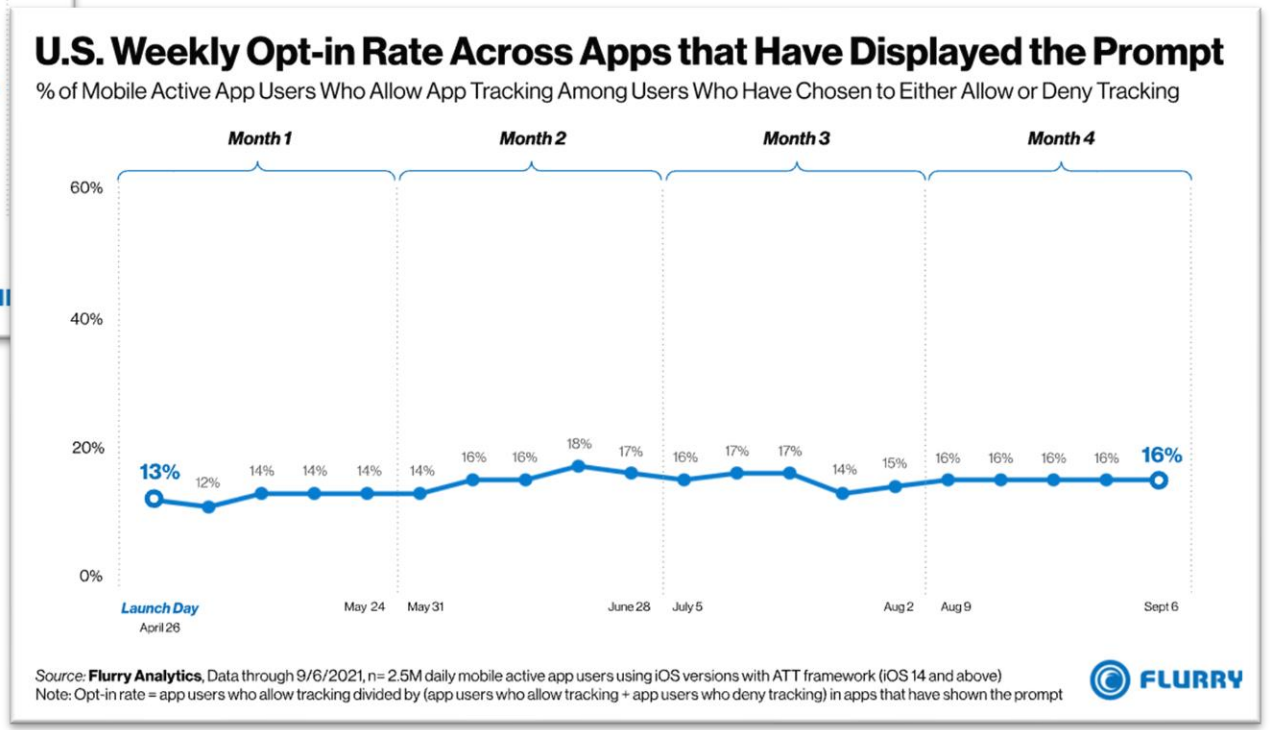
Source: gs.statcounter.com - October 2021

A spectrum of consumer preferences for personalized ad experiences



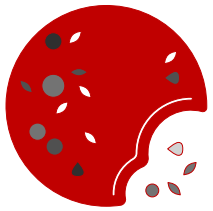
And we're seeing that play in real-time with Apple iOS's ATT Framework: ~15% Opt-In





Source: Flurry: iOS 14 Opt-In Rate Since Launch. Updated September 6, 2021

Changes is already underway…and will continue



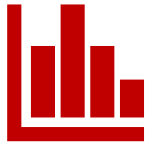
Don’t Track Online
Blocking of Third-Party Cookies
Limit Use of First-Party Cookies

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

Don’t Follow
Obfuscation of IP / Wi-Fi Addresses
Limited use of Geo-Data

Making it more difficult to measure, attribute and make decisions

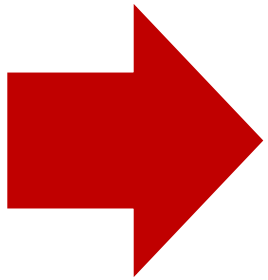


Reporting & Attribution
Shorter Attribution Windows
Restrictions on Link Decorations
Aggregated Reporting
Predominantly Post-Click Attribution

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 pers)

IAB is gathering thought leaders and industry experts together via the…

Browser / OS Ads Testing Task Force

Collaborate

Test

Share

Strategize on approaches to emerging forms of addressability

Crowd-source implementation ideas for testing features, such as floc, FLEDGE, etc.

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

If you're interested in joining, or would like more info, email data@iab.com

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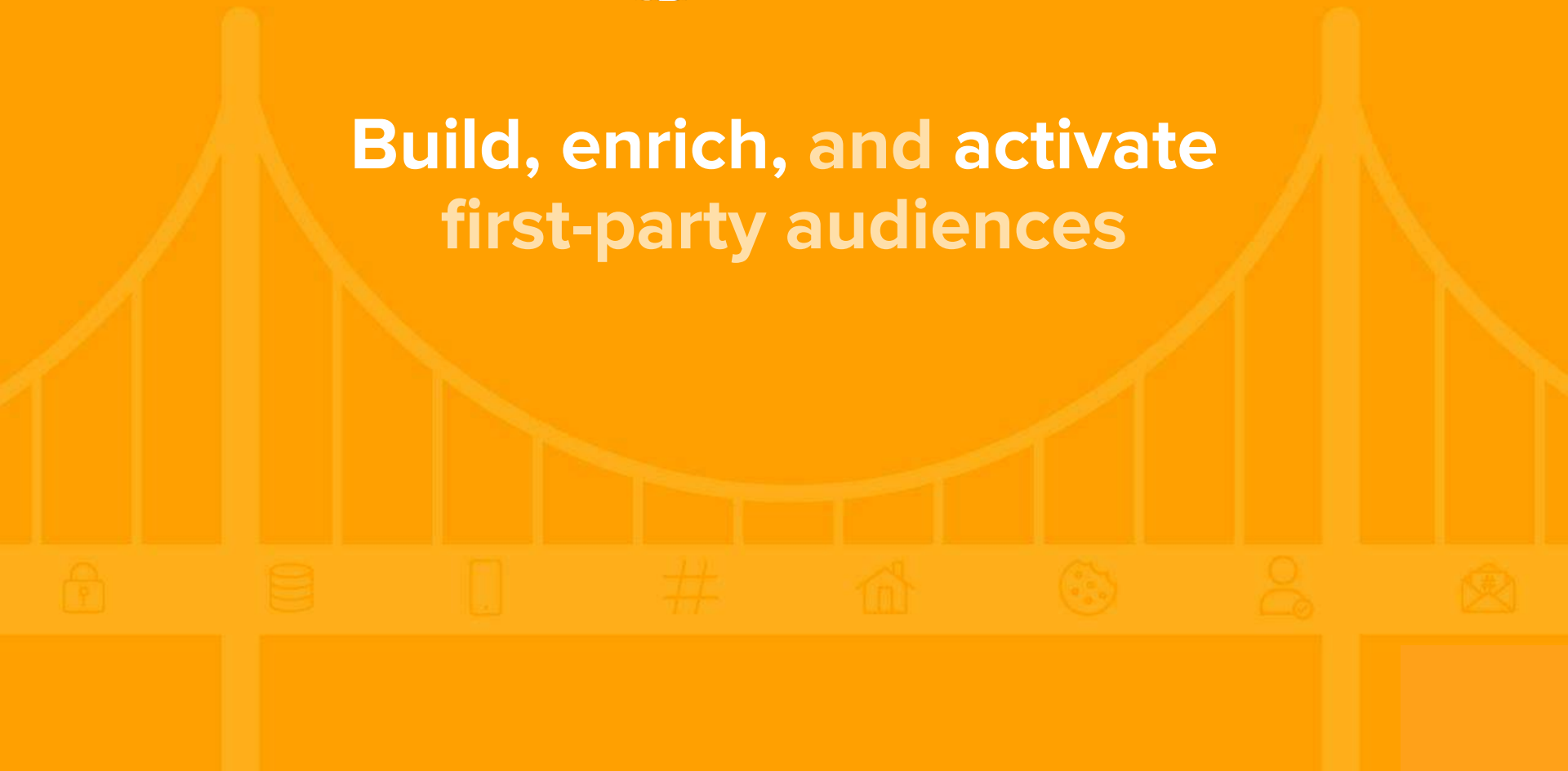
Jessica Munoz
SVP, Product Marketing &
GTM Strategy

Kerel Cooper
Chief Marketing Officer

LiveIntent

LiveIntent

Build, enrich, and activate first-party audiences



Introductions

Jessica Muñoz
SVP, Product Marketing & GTM Strategy

She/her/hers

LiveIntent

Kerel Cooper
Chief Marketing Officer

He/him/his

LiveIntent

LiveIntent

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

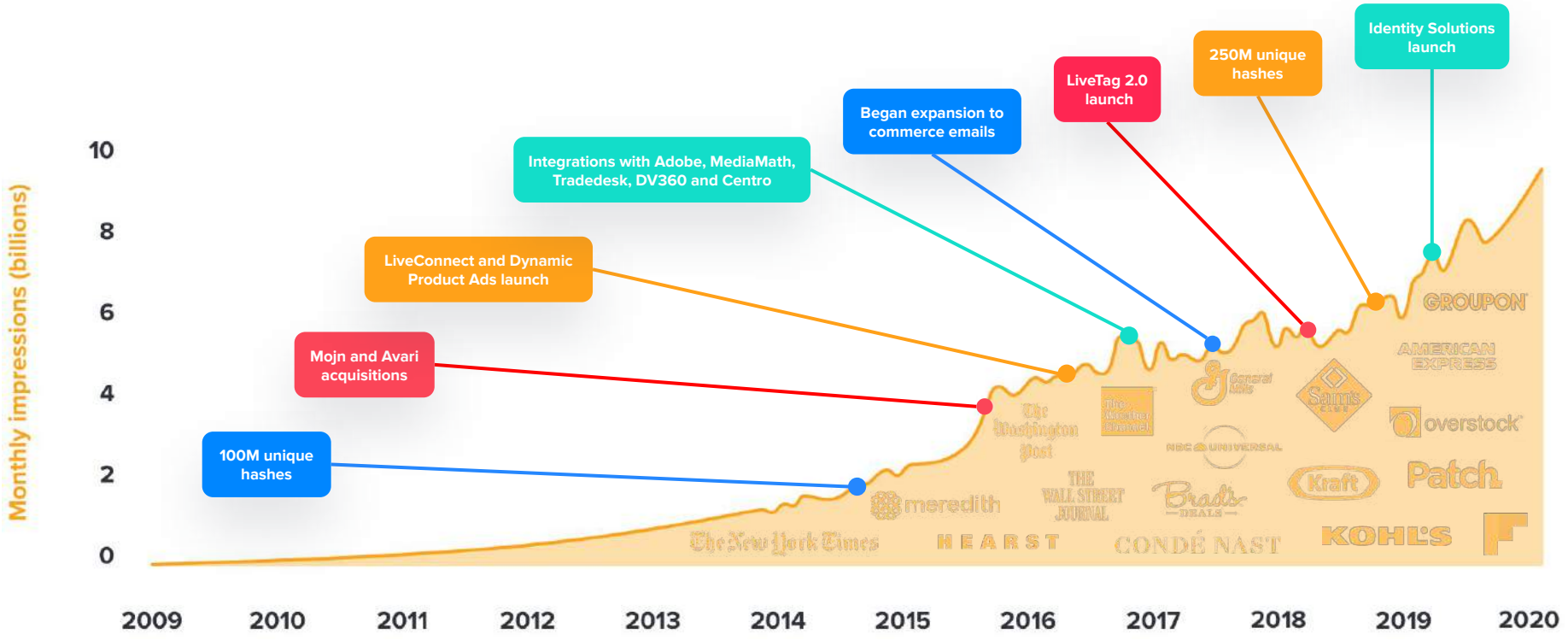
Admonsters:
NY Times goes all in on newsletters

Sept 8, 2021

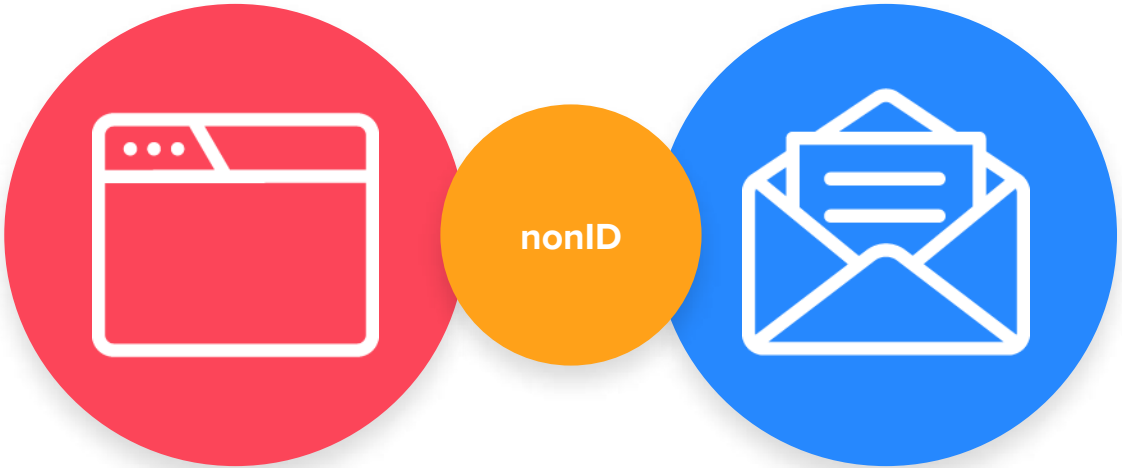
Digiday:
The Washington Post wants three minutes of your morning to read (or listen to) its newsletter

LiveIntent

We've spent a decade establishing a programmatic first-party email network that is impossible to replicate in both technology and scale

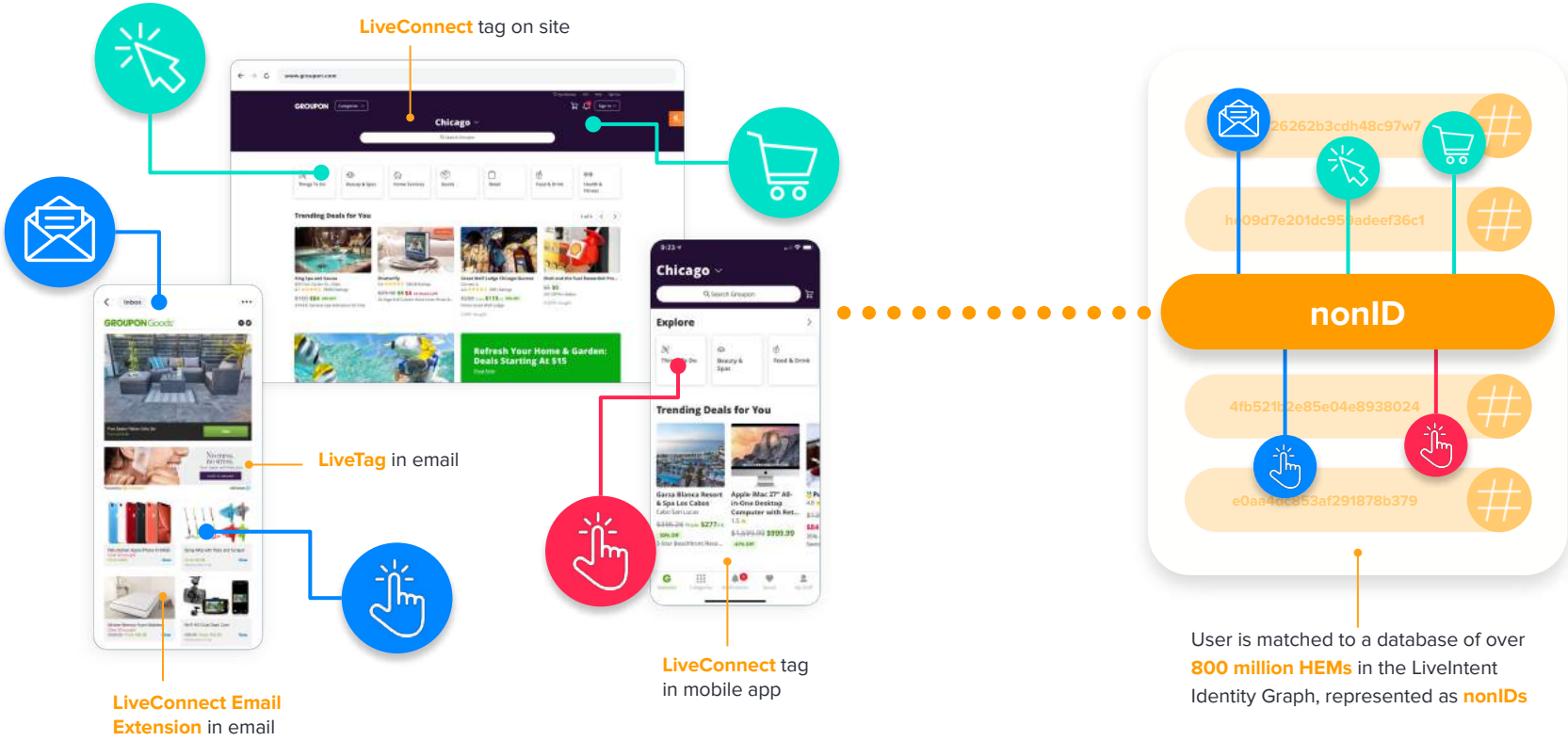


LiveIntent unlocks two addressable media channels: web and email



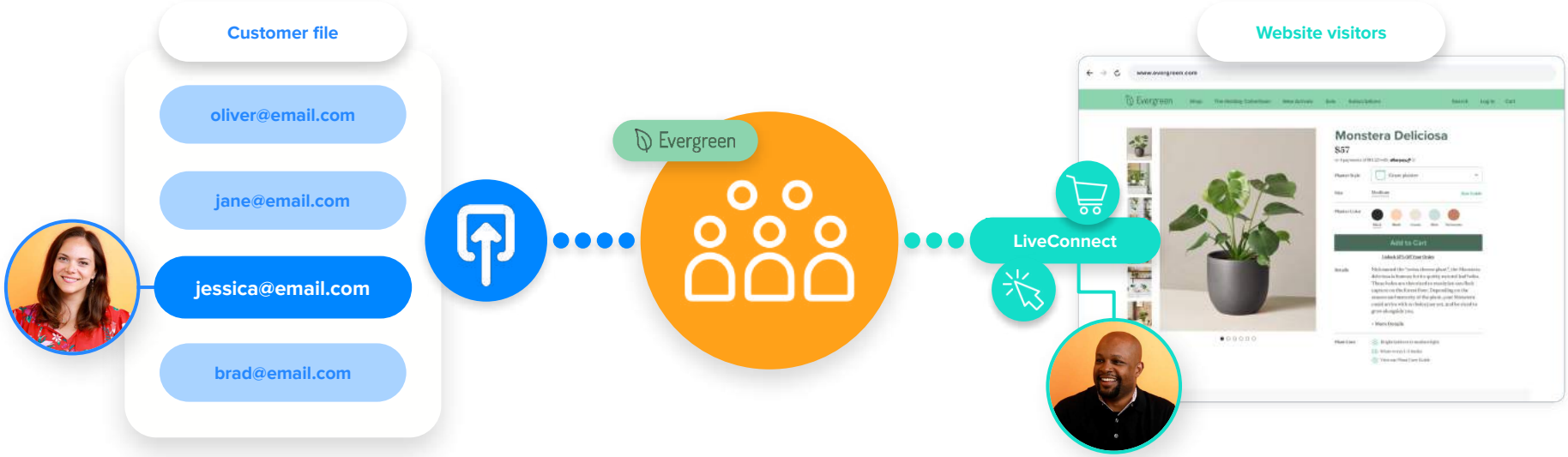
LiveIntent

Our graph is refreshed daily by organic engagement across devices and channels



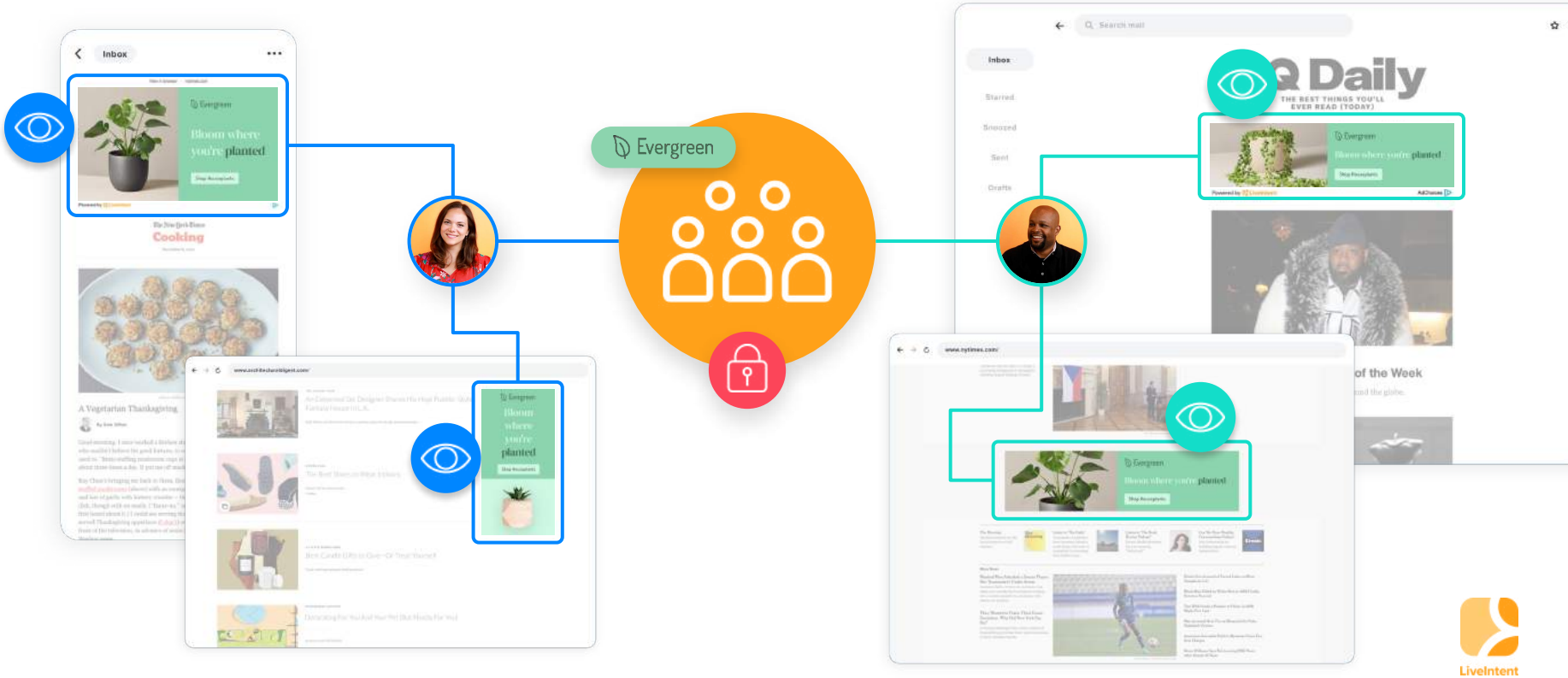
LiveIntent

Create custom audiences by **onboarding a customer file** or using LiveConnect to build audiences based on **engagement with your website or mobile app**



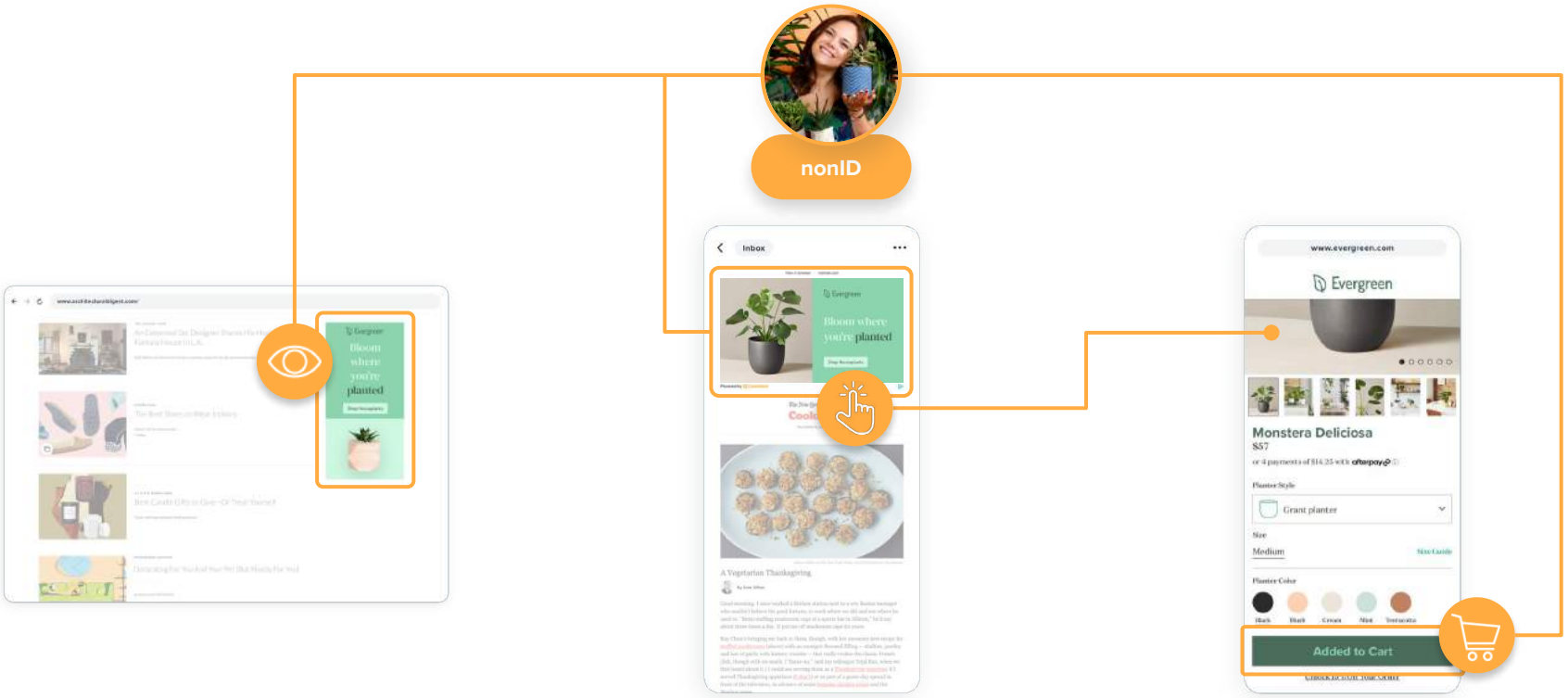
LiveIntent

Leveraging the LiveIntent DSP or your DSP of choice,
you can then target the consumers in your audience



LiveIntent

Accurately attribute engagements with customers exposed to your advertising using the nonID



First impression on the web

Second impression in email

Purchase on website

LiveIntent

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

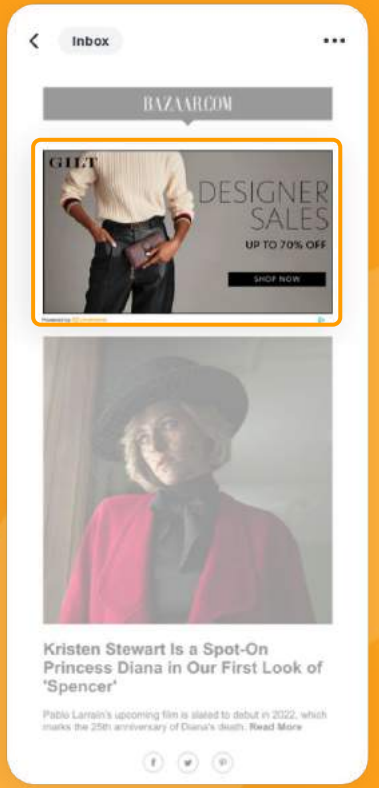
LiveIntent

RUE GILT
GROUPE

Rue Gilt Groupe secures new high-value customers and achieves 2X higher conversion rate

2X
higher conversion rate

140%
increase in scale YOY



"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

LiveIntent delivers quality identity resolution for web inventory, embedded throughout the programmatic ecosystem

5

Header bidding partners

INDEX EXCHANGE · Prebid · Magnite · PubMatic · OpenX

4,000+

Websites with LiveIntent Identity enabled

CBS SPORTS · USA TODAY · c|net · Zulily · Chicago Tribune · meredith · HEARST

88%+

Resolution rate across sites with LiveIntent Identity

ORACLE · Liberty Mutual · Staples · MediaMath

LiveIntent

MediaMath

Greater reach of first-party audiences using the nonID

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.

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

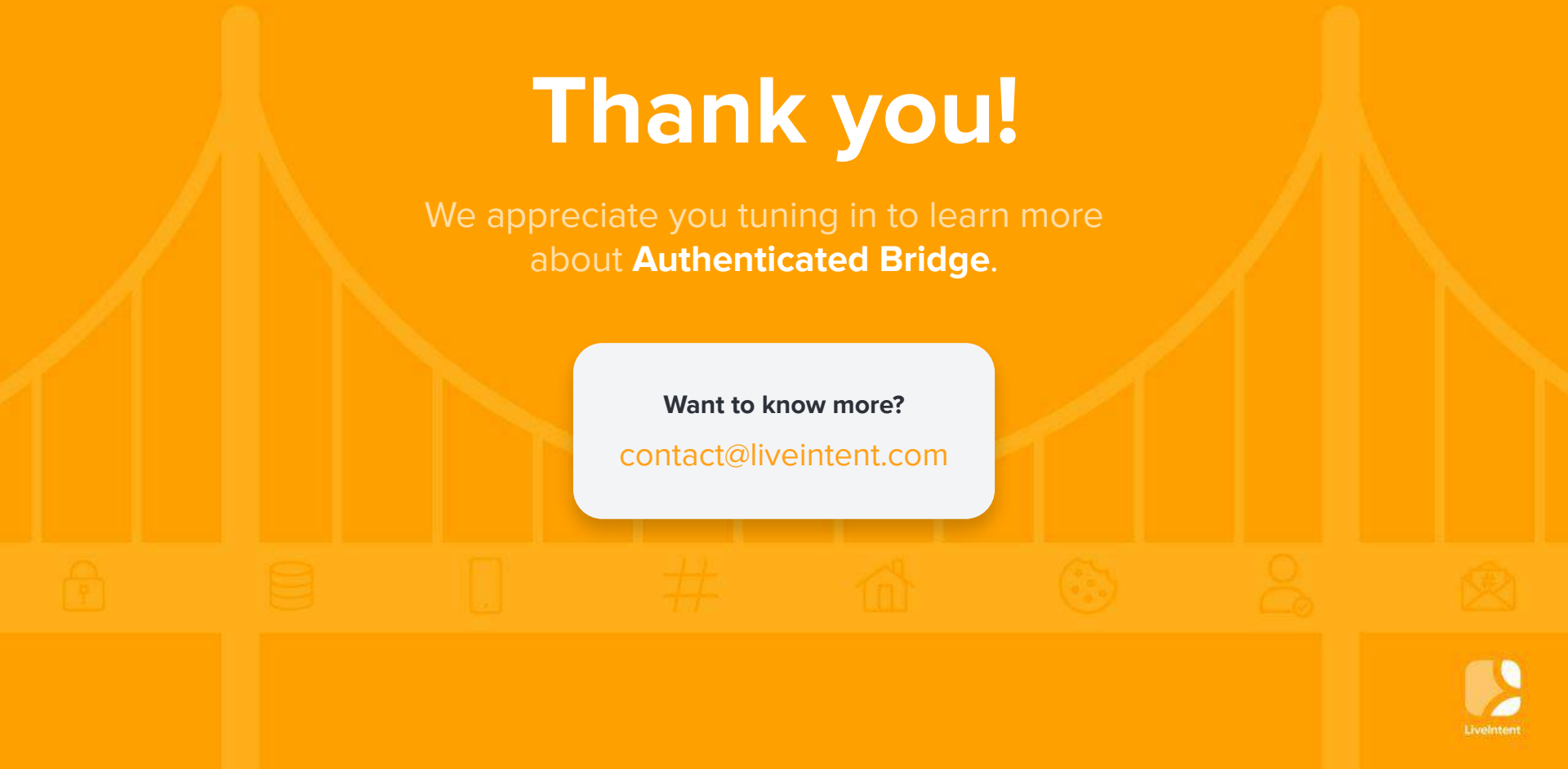
LiveIntent

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

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Bill Michels
Executive Vice President
Product & Engineering

theTradeDesk

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

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Of Counsel

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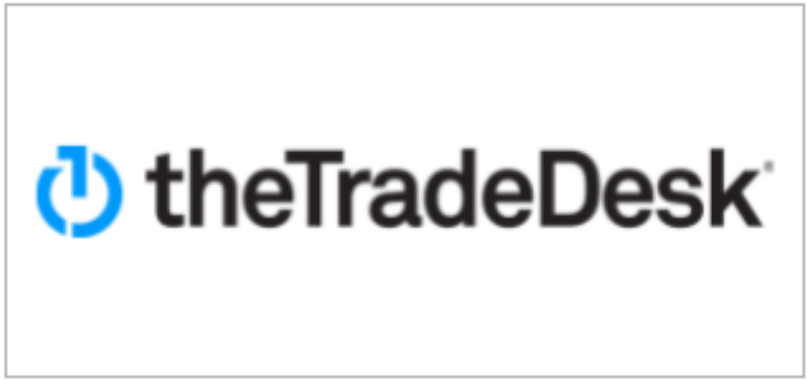
Jake Moskowitz *Emodo*
Head of Data Strategy

Malcolm Houtz *Alliant*
VP, Data Science

Robert Redmond *IBM Watson Advertising*
Design Principal,
Head of AI Ad Product Design

Troy Cunningham *IPONWEB*
Head of Information Security

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