

# **New Rules for Digital Media**

Addressability & Measurement



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# Agenda

1:35-1:52pm ET



**Pierre Diennet**

Global Partnerships  
Lotame



1:52-2:09pm ET



**Sam Marc**

Sales & Operational Leader  
PubMatic



2:09-2:26pm ET



**Allyson Dietz**

Product Marketing  
Neustar



2:26-2:43pm ET



**Andre Swanston**

Senior Vice President, Media &  
Entertainment Vertical



2:43-3:00pm ET



**Gio Gardelli**

Senior Director of Product Management  
Yahoo



# 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**

Watch On-Demand at: <https://www.iab.com/video/new-rules-for-digital-media-addressability-first-party-data/>



**Kerel Cooper**  
Chief Marketing Officer  
LiveIntent



**Jessica Munoz**  
SVP of Product Marketing & GTM  
Strategy  
LiveIntent



**Bill Michels**  
Executive Vice President, Product &  
Engineering  
The Trade Desk



**Cathy Mulrow-Peattie**  
Of Counsel  
Loeb & Loeb



**Brian Klockhoff**  
Head of Automation  
dentsu



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



**Troy Cunningham**  
Head of Information Security  
IPONWeb



**Malcolm Houtz**  
Vice President, Data Science  
Alliant



**Imène Drir**  
Vice President, Measurement Strategy  
and Data Governance  
ViacomCBS



**Jake Moskowitz**  
Head of Data Strategy  
Emodo

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

## Browser / OS Ads Testing Task Force

**Collaborate**

**Test**

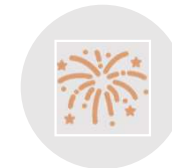
**Share**



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](mailto:data@iab.com)*



**Pierre Diennet**  
Global Partnership



# NO COOKIES, NO CRY

Cookieless Works! Case Studies from around the World



**Pierre Diennet**

Global Partnerships

[pdiennet@lotame.com](mailto:pdiennet@lotame.com)







**UNCONNECTED**

**UNACCOUNTABLE**

**OMNI-PLATFORM**

**AUDITABLE**

## GOING THE OPEN WEB WAY

Lotame Panorama ID™ Cookieless Testing

**3**

### METHODS

DSP Direct

Deal ID

Publisher Direct

**21**

### MARKETS

**130+**

### LIVE TESTS

**DSP DIRECT**

**SSP DIRECT**

**PUBLISHER DIRECT**

## DSP DIRECT

### PROCESS

MediaMath

adform

### BENEFITS

#### REACH

More available  
ad slots

#### FCAPPING

More efficiency  
in spend

#### ATTRIBUTION

Native  
understanding  
of your own  
spend and  
effectiveness

## MediaMath: Mexico, MENA, Argentina



### RESULTS

#### MEXICO

31% uplift all around in browsers where there is no MM cookie for the Panorama ID strategy.

22% uplift in Chrome where we would expect a MM cookie. This represents the incremental reach the Panorama ID has beyond the MM cookie space.

#### MENA

The study found that Panorama ID drove 95% more impressions than cookies across Safari and Firefox, which served as a proxy for a post-cookie world.

#### ARGENTINA

This campaign is still in-flight but we are seeing early stats that indicate that there is a 50% jump in the amount of times users are watching this video ad to the end. From 60% % of the time to 90% of the time.

### SUMMARY

The DSP direct workflow delivers a **large increase in addressability for brands**

DEAL ID

PROCESS

 PubMatic

Magnite

#### SUPPORTED DEMAND-SIDE CHANNELS

DV360, Amazon DSP, The Trade Desk, Xandr, Amobee, Verizon Media DSP, Centro DSP, Adobe, Simpli.fi, Beeswax io, Cox Automotive DSP, Quantcast, and over 100 more.

#### BENEFITS

##### CROSS-CHANNEL

One custom audience across every digital channel

##### REACH

More available ad slots in Safari, Firefox, and Chrome

 LOTAME



## OMD: Europe, APAC



### RESULTS

#### FRANCE

The study found that Panorama ID drove a decrease of CPM (6%), and increase in CTR (8%), and a subsequent decrease of the CPC (13%).

#### THAILAND

The study found that while CPMs were the same when using the Panorama ID, there was a small increase in CTR and a subsequent decrease in CPC of 13%.

#### UK

Still in flight but early indications show a 66% drop in the overall price of impressions through an increased addressability of inventory on Safari and Firefox and a subsequent decrease of CPC of 50%.

### SUMMARY

The Deal ID workflow delivers a **consistent increase in CTR** and **subsequent decrease in CPC**

# PUBLISHER DIRECT

## PROCESS

Any publisher, any  
adserver

Leverages Lotame's  
powerful edge  
technology to deliver  
resolution and  
audience data directly  
to the page.

## BENEFITS

### REACH

Addressing more  
inventory with  
audience data

### YIELD

Driving up the  
value of each  
individual ad  
slot

### ENRICHMENT

Serve against  
more kinds of  
audiences in  
direct deals

# Digo Hispanic Media, Advance Local, Dr. Martens



ADVANCE  
LOCAL



## RESULTS

### VIEWABILITY

The premium content of Digo's owned and operated sites resulted in strong viewability (+60%) in all scenarios. A deeper dive revealed that the cookieless segments delivered 107% more viewable impressions than the third-party cookie ones.

### eCPC

The positive CTR results also impacted the efficiency of the cost per click. In these scenarios, all the testing shows CPCs lower than \$1. Performance was further driven by alignment of the creative and messaging. But the Panorama ID driven campaigns delivered 1/10th of the cost of the server-to-server campaigns.

### PERFORMANCE BY BROWSER

Chrome showed higher CTRs and lower CPCs than Safari and other web browsers. Identifying this helped us understand now how the two most used web browsers will affect future decision making on when and how to use Safari as a separate targeting option vs Chrome and prioritize based on KPI and budget availability for maximum performance.





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# QUESTIONS?



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