New Rules for Digital Media
Addressability & Measurement
Agenda

1:35-1:52pm ET
Pierre Dinnnet
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


Arielle Garcia
Chief Privacy Officer
UM Worldwide

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

Rachel Glasser
Chief Privacy Officer
Magnate

Ricky 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

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

**Browser / OS Ads Testing Task Force**

- **Collaborate**
- **Test**
- **Share**

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

- 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
Pierre Diennet
Global Partnership
NO COOKIES, NO CRY
Cookieless Works! Case Studies from around the World

Pierre Diennet
Global Partnerships
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**

**BENEFITS**

**REACH**
More available ad slots

**FCAPPING**
More efficiency in spend

**ATTRIBUTION**
Native understanding of your own spend and effectiveness
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 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.
**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.

**PROCESS**

**BENEFITS**

**CROSS-CHANNEL**
One custom audience across every digital channel

**REACH**
More available ad slots in Safari, Firefox, and Chrome
## 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.
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
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.

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.

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.
UNCONNECTED

UNACCOUNTABLE

OMNI-PLATFORM

AUDITABLE

AND EASY!
QUESTIONS?
Thanks to our sponsors