

DIGITAL FOR REACH

iab.canada

ADDRESSING AUDIENCES

Leveraging Contextual Intelligence For Reach

Regulatory Change - More Acronyms...

GDPR



Data Protection Officer (DPO)



Compliance



25 May 2018



Data Breaches



Personal Data



Personal Information Protection and Electronic Documents Act

CCPA



Right to Know



Right to Delete



Right to Opt-Out



Right to Nondiscrimination



2


Leads to Platform Change - Cookiepocalypse?

ADWEEK


THE FUTURE OF IDENTITY

Key Questions Need to be Answered After Google Delays the Cookiepocalypse

How attribution modeling will shake out in the open web is still unclear



Google Chrome will now support third-party cookies until 2023. Illustration: Adweek; Google, Getty Images



By **Ronan Shields**
JUNE 28, 2021

Join brand executives and technology leaders at **Adweek's NexTech Summit, July 26-28**, to discuss prioritizing consumer privacy and capitalizing on new channels. [Sign up today.](#)

After 18-months of handwringing, claims and counterclaims, plus overall confusion, Google has granted what many in ad tech have prayed for: a reprieve from phasing out third-party cookies.

<https://www.adweek.com/programmatic/key-questions-need-to-be-answered-after-google-delays-the-cookiepocalypse/>

E-COMMERCE / JANUARY 20, 2020

Cookiepocalypse: What the death of the third-party cookie means for retailers

By Anna Hensel







Google is phasing out support for third-party cookies within two years, a move that has major implications for how some retailers advertise — and may also be a boon for retail media operations at major companies like Target and Walmart.

Third-party cookies are pieces of code that track what a user or their device does across different websites, and help retailers figure out when to serve an ad to various groups of users.

They're most commonly used for ad retargeting and behavioral advertising. As such, as Google prepares to phase out support for third-party cookies, it could limit the number of ways retailers can target and advertise to users across the web.

<https://www.modernretail.co/platforms/cookiepocalypse-what-the-death-of-the-third-party-cookie-means-for-retailers/>




Order Now 

ABOUT US DETAILED INGREDIENTS COVID-19 GALLERY

Baking cookies like there's no tomorrow!

This tiny cookie shop grew out of a BIG holiday cookie tradition. Every year, I bake 100+ dozen cookies and mail them to all of my closest friends and family and honestly, it's a blast! Not only does it give me an outlet for outrageous cookie ideas, but I get to witness first hand the joy and love that can be spread through decadent baked goods. In spring of 2021, I decided to make the leap to a full fledged cookie business so I can share my cookies year round. I hope they bring you as much joy and deliciousness as they've brought my loved ones over the years.


COOKIEPOCALYPSE 2
THE COOKIENING



What about the third party cookie?


ONE YEAR OVER MEAN THE TRAGEDY OF PARTY COOKIES! THE TRAGEDY OF PARTY COOKIES! IT'S A LONG JOURNEY, BUT I'M HERE TO TELL YOU... LOAD OF THE COUP, IN CONCLUSION! AND SO MANY HE COULD USE THE POWER TO INFLUENCE THE FUTURE OF COOKIES... HOWEVER, HE WAS ALSO A SPOILER OF THE FUTURE THAT HE COULD HAVE BEEN COOKIES... HE CARED ABOUT FROM SOME DAYS, HE BECAME SO SENSITIVE... THE ONLY THING HE WAS AFRAID OF WAS BEING EATEN, WHICH EVENTUALLY, OF COURSE, HE WAS. UNFORTUNATELY, HE HADN'T TOLD ANYTHING HE WAS... THAT HE WAS IN HIS PLACE, HE WASN'T EVEN OFFERED FROM BEING EATEN, BUT NOT HIMSELF.

COOKIEPOCALYPSE
EPISODE III
REVENGE OF THE CHIP.




IT'S BEEN AWHILE I HAVE TO RUN AWAY!

BETTER INGREDIENTS, BETTER COOKIES



Not Just 4 Cookies Anymore

got cookies? EAT MOR COOKYS



AMERICA RUNS ON COOKIES

<https://www.cookiepocalypse.com/>

Why Contextual Data?

FASTCOMPANY

08-16-19

Apple doubles down on stopping ad tech companies from stalking you



Google Chrome: Third-party cookies will be gone by 2022

Chrome will replace third-party cookies with browser-based tools and techniques aimed at balancing personalization and privacy.



Privacy Compliant, By Design

No PII, No Cookies



Control even within the Walled Gardens

Scale and transparency on the world's largest video platforms



Enhances Audience Strategy

Improve precision with the right content

Validate Social Audiences via Contextual Signals

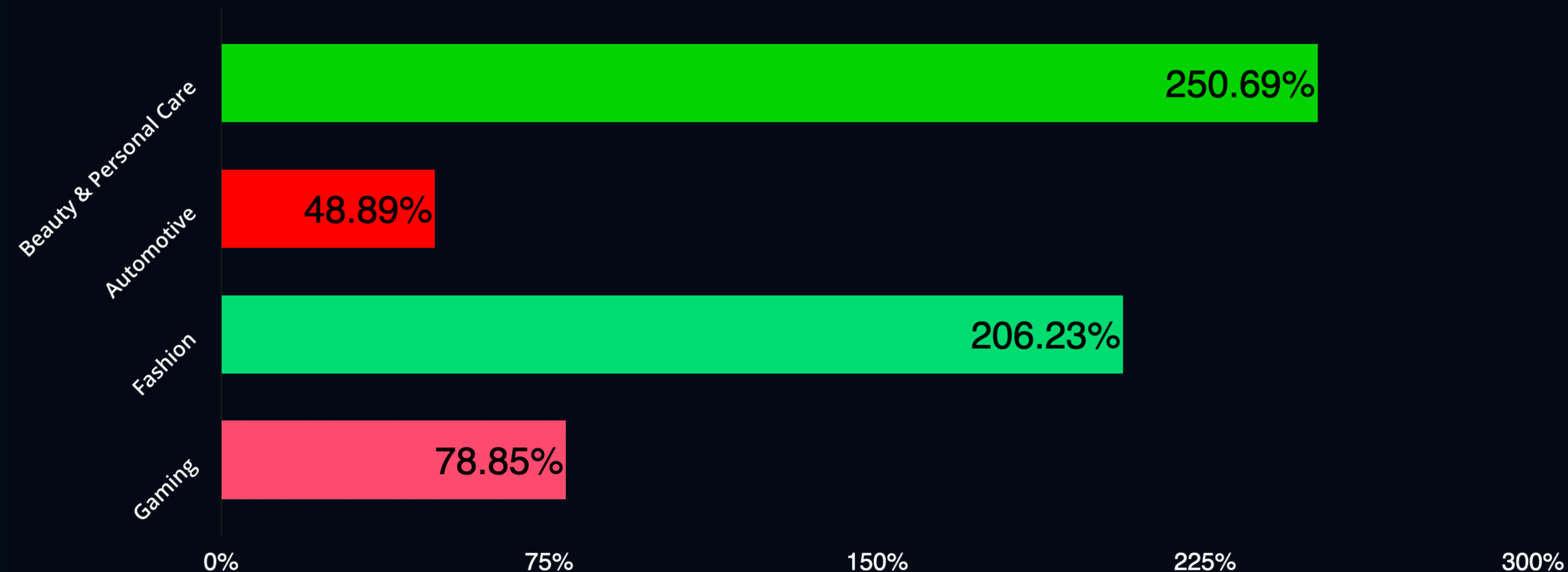
Goal:

Addressing F18-34 users to drive awareness of a new product line with mobile and CTV as a major strategic component.



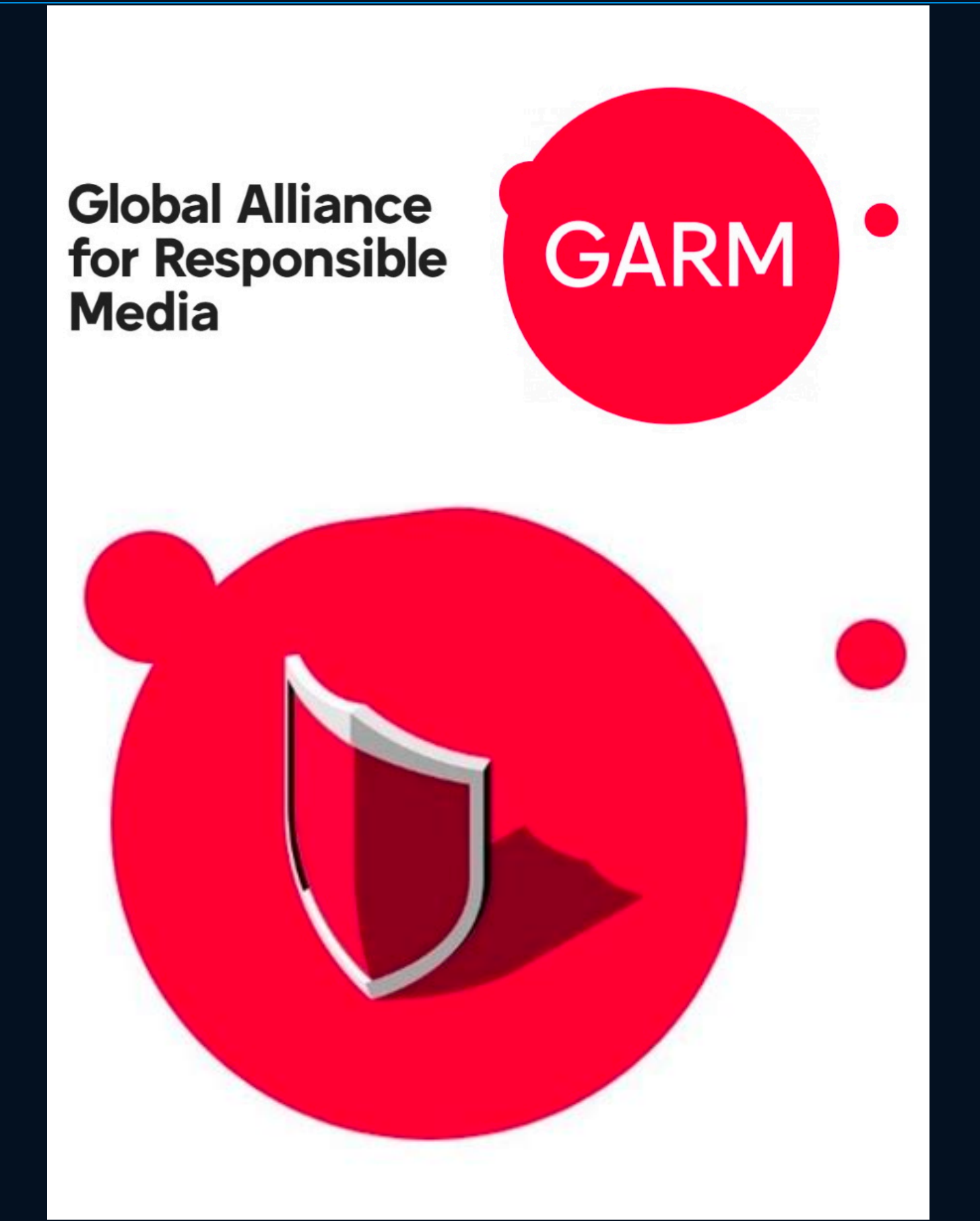
Beauty & Personal Care Automotive Fashion Gaming

F 18-34 DAR In-Demo Index by category



Source: Nielsen DAR Q1 2021, Zefr Diagnostic Delivery Data vs Observed YouTube Platform Average

Suitability as a component



GARM: Brand Safety Floor + Suitability Framework

Global Alliance for Responsible Media

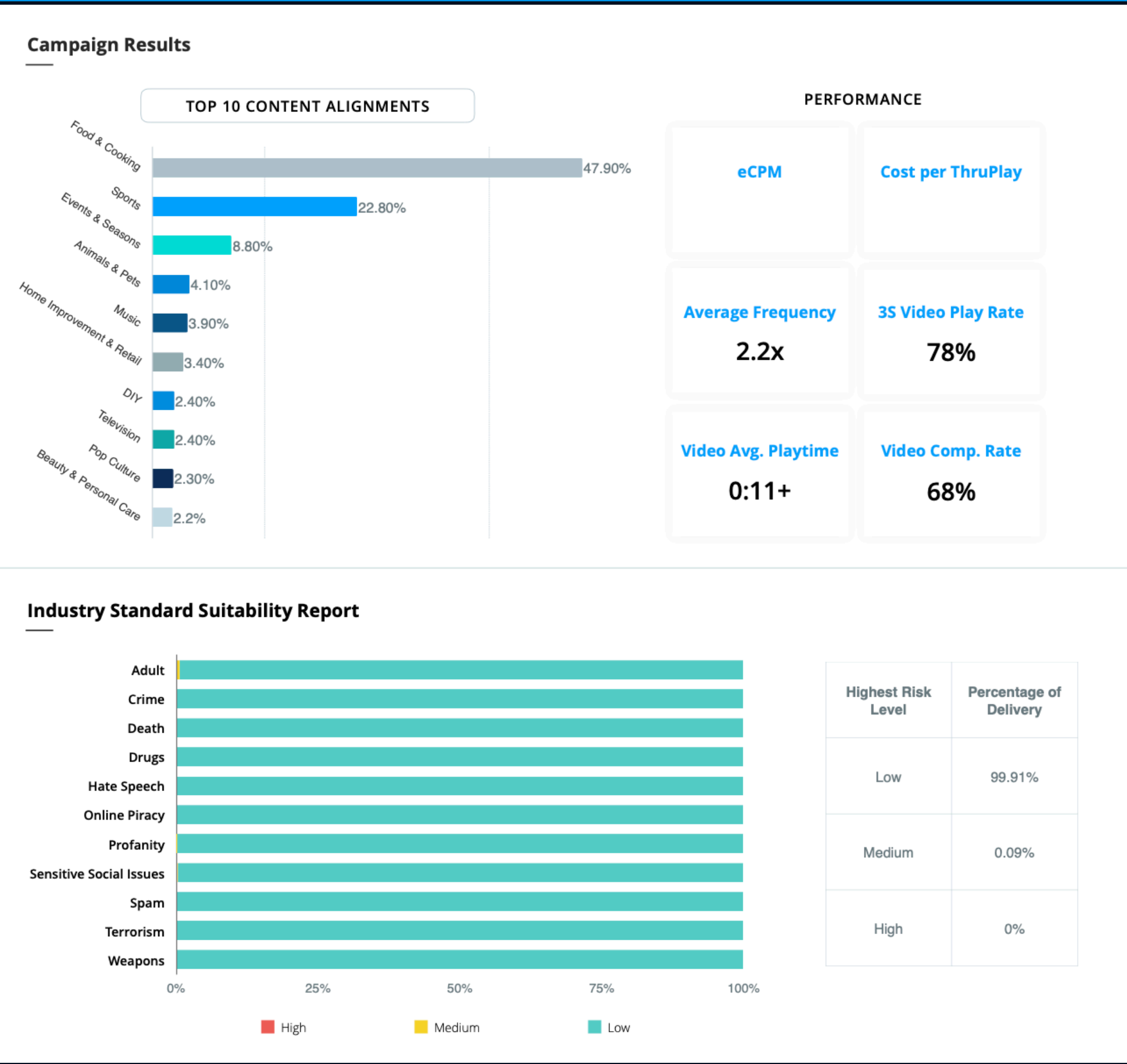
Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Adult & Explicit Sexual Content	<ul style="list-style-type: none">Suggestive sexual situations requiring adult supervision/approval or warningsFull or liberal Nudity	<ul style="list-style-type: none">Dramatic depiction of sexual acts or Sexuality issues presented in the context of entertainmentArtistic Nudity	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of sexual subjects or sexual relationships or sexuality
Arms & Ammunition	<ul style="list-style-type: none">Glamorization /Gratuitous depiction of illegal sale or possession of ArmsDepictions of sale/use/distribution of illegal arms for inappropriate uses/harmful acts	<ul style="list-style-type: none">Dramatic depiction of weapons use presented in the context of entertainmentBreaking News or Op-Ed coverage of arms and ammunition	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of Arms use, possession or illegal saleNews feature stories on the subject
Crime & Harmful acts to individuals and Society, Human Right Violations	<ul style="list-style-type: none">Depictions of criminal/harmful acts or violation of human rights	<ul style="list-style-type: none">Dramatic depiction of criminal activity or human rights violations presented in the context of entertainmentBreaking News or Op-Ed coverage of criminal activity or human rights violations	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of crime or criminal acts or human rights violationsNews feature stories on the subject
Death, Injury or Military Conflict	<ul style="list-style-type: none">Depiction of death or InjuryInsensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in Death or InjuryDepictions of military actions that glamorize harmful acts to others or society	<ul style="list-style-type: none">Dramatic depiction of death, injury, or military conflict presented in the context of entertainmentBreaking News or Op-Ed coverage of death, injury or military conflict	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of death or injury, or military conflictNews feature stories on the subject
Online piracy	<ul style="list-style-type: none">Glamorization /Gratuitous depiction of Online Piracy	<ul style="list-style-type: none">Dramatic depiction of Online Piracy presented in the context of entertainmentBreaking News or Op-Ed coverage of Online Piracy	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of Online PiracyNews feature stories on the subject
Hate speech & acts of aggression	<ul style="list-style-type: none">Depiction or portrayal of hateful, denigrating, or inciting content focused on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status or serious disease sufferers, in a non-educational, informational, or scientific context	<ul style="list-style-type: none">Dramatic depiction of hate speech/acts presented in the context of entertainmentBreaking News or Op-Ed coverage of hate speech/acts	<ul style="list-style-type: none">Educational, Informative, Scientific treatment of Hate SpeechNews features on the subject
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	<ul style="list-style-type: none">Glamorization /Gratuitous depiction of profanity and obscenity	<ul style="list-style-type: none">Dramatic depiction of profanity and obscenities presented in the context of entertainment by genreBreaking News or Op-Ed coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior	<ul style="list-style-type: none">Educational or Informative, treatment of Obscenity or ProfanityNews feature stories on the subject

<https://wfanet.org/knowledge/item/2020/09/23/WFA-and-platforms-make-major-progress-to-address-harmful-content>

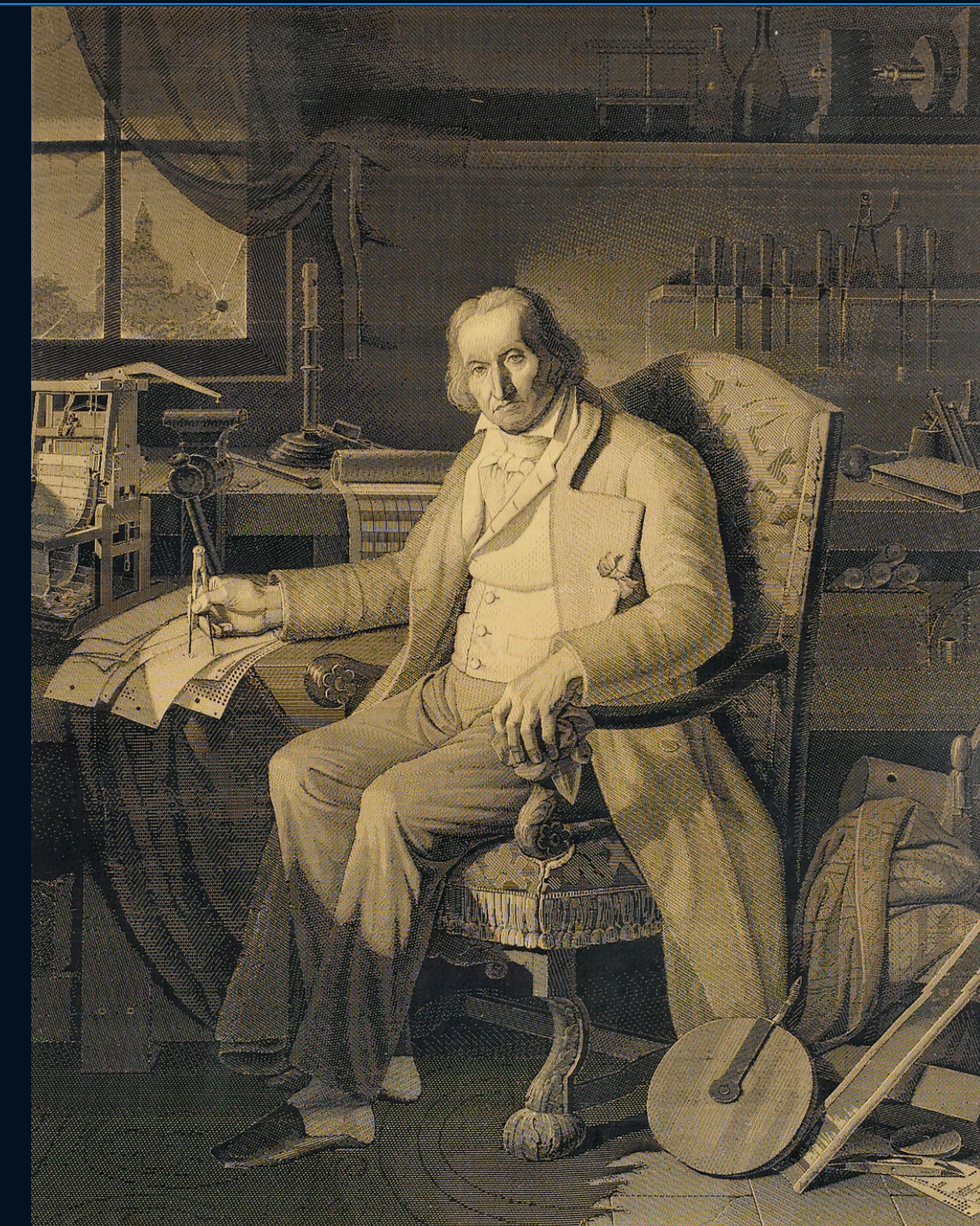
- Reach is not solely "who."
- Increasingly, brands care about the environments in which they find their ads.
- The GARM Brand Safety and Suitability framework offers a common language.
- Reach can and should consider suitability of environment as a component.

Content Reporting



- Content reporting can provide additional insights into campaign success for any type of targeting.
- Content alignments can show where and how customers consumed ads, and indicate which audiences were most successful.
- Industry suitability standards can be affirmed, or shown where campaigns lagged, ensuring true on-target delivery.

Clogs?



https://en.wikipedia.org/wiki/Joseph_Marie_Jacquard