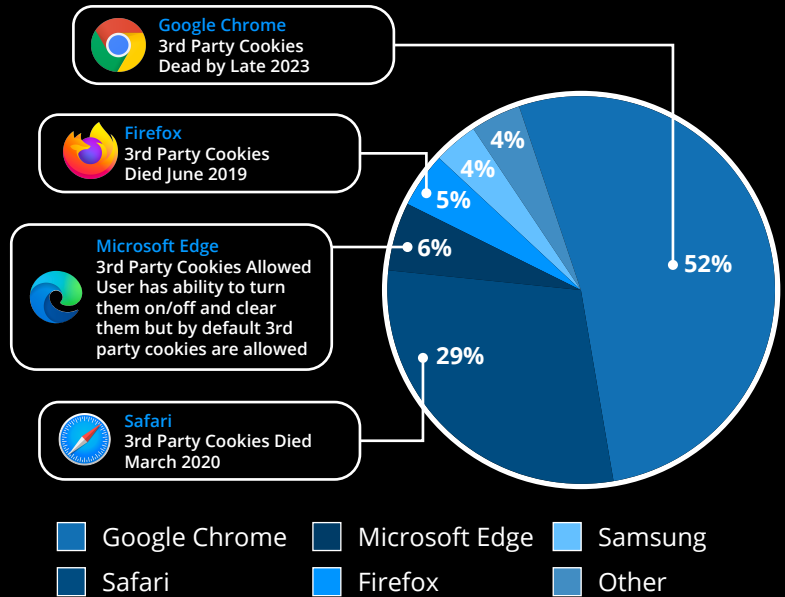


# Moving Towards Cookie Independence

## The Extinction of Third Party Cookies



Source: StatCounter 2021

## 3-Way Addressability on the Horizon

Universal IDs	Contextual Signaling	Seller Defined Audiences
<ul style="list-style-type: none"> <li>Individual IDs for:                             <ol style="list-style-type: none"> <li>Consented, authenticated audiences.</li> <li>Inferred audiences.</li> </ol> </li> </ul> <p>Early Est. Addressability 20-30%</p>	<ul style="list-style-type: none"> <li>Mapping First Party Data to predictive contextual models.</li> <li>Using standard taxonomies.</li> <li>Dynamic contexts.</li> </ul> <p>Early Est. Addressability 70-80%</p>	<ul style="list-style-type: none"> <li>Standardized labels.</li> <li>Transparency through DataLabel.org.</li> <li>Google's "Topics".</li> </ul> <p>Early Est. Addressability 80-90%</p>

## All Involve First Party Data



- Consent Management.
- Segmentation Strategy.
- Engagement & Data Intelligence to parlay into new eco-system.

## Implications



### Remarketing

Traditional methods for remarketing users at risk where 3rd party cookies are required.



### Frequency Capping

Limiting the number of times a user sees an advertiser's ad, becomes much more difficult to do if there is no way to identify an individual user.



### Audience Lists

Audience segments built using third party cookies, typically by ad networks, will become difficult/impossible to create.



### Bidding

Algorithms will automatically shift dollars to where conversions are measured, undervaluing other media tactics in scenarios whereby cookies do not work.

## Emerging Tools in the Cookieless Toolkit



CMPs

CDPs

Contextual Signaling

Fledge enabled marketplace (Google Sandbox)

IAB Tech Lab Taxonomy & Data Label.org

SKAdNetwork - for IDFA workaround