

# The Do's and Don'ts of Location-Based Advertising

Built for Canada on Privacy-First Principles



# Know Your Customer

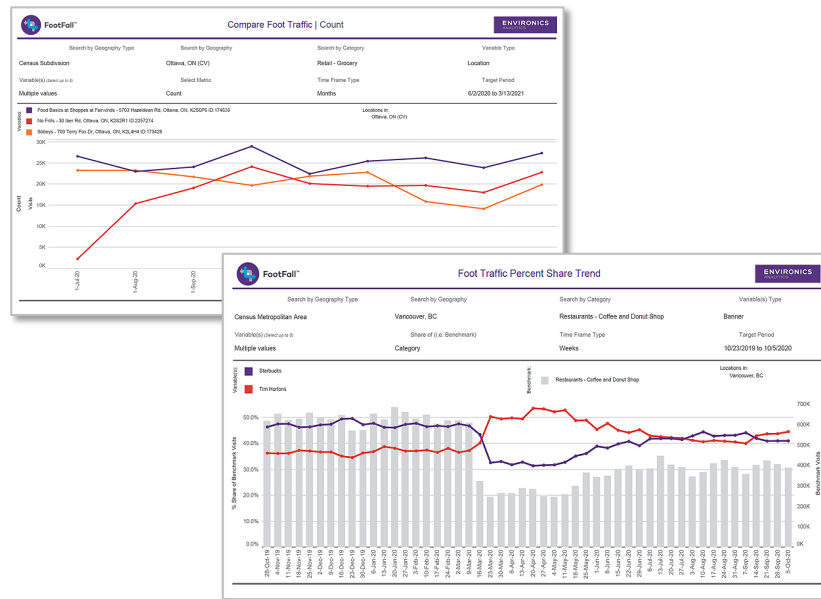
- Data make the consumer experience better
- Consumer choice is paramount
- Being relevant isn't always easy
- Use location BUT target audiences



Insights Must Drive Activation

# Data Quality Matters

- Mobile phone location data are inputs
- Big data are best integrated with other data
- Precision matters
- Technology must enable not constrain



Reality Testing is Essential

# Privacy First

- Trust with consumers and being data driven can co-exist
- Canadian businesses invest millions in compliance
- Laws need to be updated (in process....) –TCFs, CMPs
- Build data strategy on principles –choice, transparency, consent
- Led by the business –balance legal, GR and business objectives



Know where the puck is going to be

# Attribution & Measurement

- Did it work?
- Moving from Insights to Activation to Attribution to ROI
- Barriers on brand side
- Barriers on supplier side - advertisers, agencies and platforms – aligned to strategy
- Easy button required



Better connectors, better hand-offs

# Leveraging 1<sup>st</sup> Party Data - Clean Room

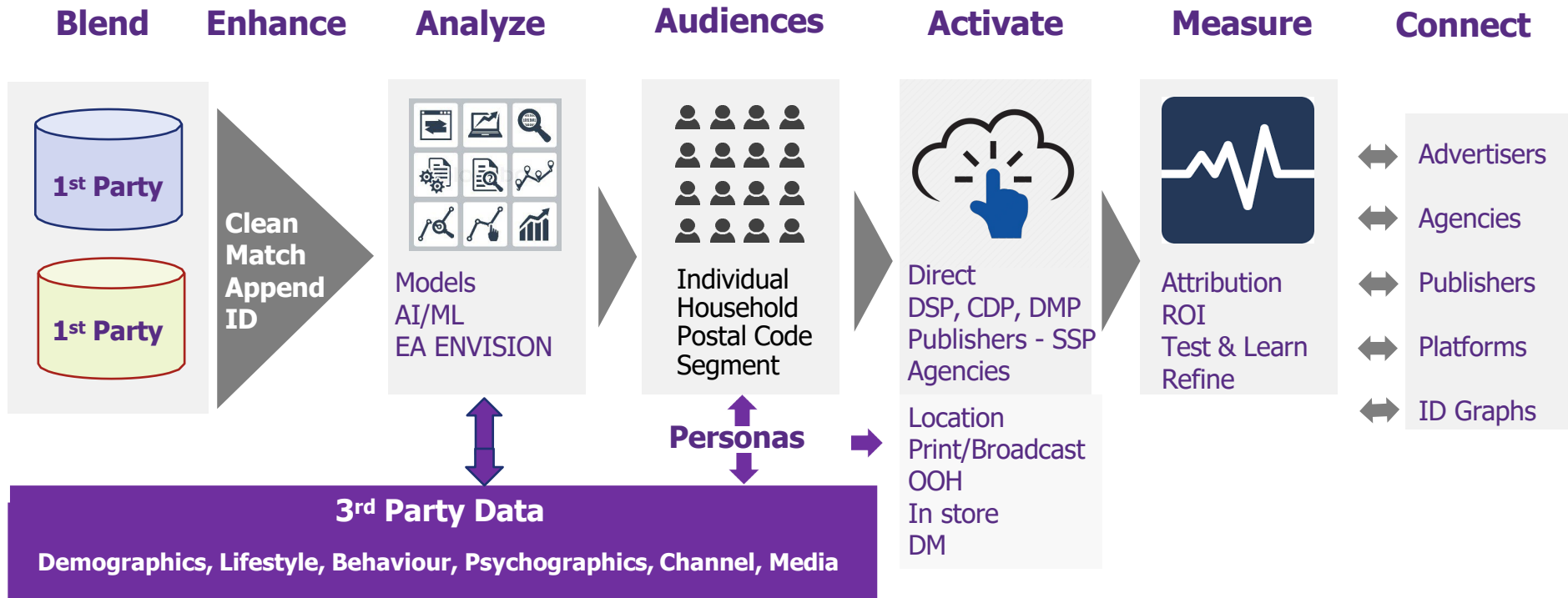
1. What is EA Clean Room?
  - Secure, cloud, in Canada
  - For limited specified purposes
  - Built with Privacy-First principles for Canadian regs
2. Blending, matching and activating 1<sup>st</sup> party data sources
  - Across internal data owners
  - Multiple advertisers
  - Advertiser and publisher
3. How are data matched?
  - IDs, other tombstone data – deterministic/ probabilistic
  - Encryption
  - No PII shared ever



4. Why Canadian?
  - Canada is a small market
  - Culture and regs
  - Connected to global

We urgently need a solution built for Canada that connects globally

# Break Down the Siloes – Create Tech Built for Purpose



---

Jan Kestle

President

Environics Analytics

[jan.keastle@environicsanalytics.com](mailto:jan.keastle@environicsanalytics.com)

647 988-2834

