A GUIDE TO TARGETING AUDIENCES IN A COOKIELESS WORLD

Authors:
Narayan Murthy Ivaturi, inMobi
Bayu Ramdhani, ilmuOne Data
Benjamin Rehberg, Teads
Alyce Erikson, LinkedIn
Francis Fung, Yahoo

WHAT TYPE OF DATA IS BEST FOR MY CAMPAIGN? DATA VENDORS AND WHY YOU WANT TO USE THEM (OR NOT)

In this overview of the available types of data offered by data processors and vendors in the industry, we compare their advantages and disadvantages and what else to keep in mind when choosing your data targeting.

1st party data from brand – CRM/Google Analytics/Adobe Analytics/email address/phone number/device ID/user ID			
Data Type	**Media Agency Data Consolidators**	**Data-Matching Providers**	**Owned Data From Third Party Publishers & Platforms**
Brief Description	Media agencies act as data processors by consolidating across a brand's owned data, data-matching providers and owned data publishers	Data consolidators that connect your first-, second- and third-party data together to form digital audience profiles	First-party data that is owned by the publisher and input by the user
Is it Deterministic or Probabilistic?	Dependent on the data provided by customers. Media agencies can consolidate across both.	Both - data consolidators are able to connect with direct audience identifiers alongside making probabilistic audiences based on audience behaviours and data characteristics	Primarily deterministic based on user input data. As data quality and size increase, publishers may use probabilistic data to make predictions about customer behaviour
Vendor Examples	GroupM, Essence, DentsuX, Teads, Publicis SG, Mindshare etc.	Oracle, Eyeota, Lotame etc.	Google, LinkedIn, Yahoo, Facebook, Grab, Carousell, Spotify, Trip Advisor, Tiktok, Twitch, Dailymotion, BBC etc.
Who It's Best For	Organisations with single/multiple data sources and channel data consistently collected for further consolidation	Marketers who have owned data that they wish to expand their understanding of or find similar, probabilistic audiences.	Marketers wanting third party data of the highest possible accuracy

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Why You Would Use It	To simplify the digital media data landscape across multi-channel campaigns, provide consolidated reporting and utilise all data sources provided by the brand into targeting	To gain a broader understanding of the data you already have or find new audiences that have similar characteristics to your owned data set	Pre-segmented, high-quality audiences.
Advantages of Data Service	Simplify complexity across different data sources to utilise on the clients' behalf	Enables scale by connecting multiple data sources through identifiers and inferred data	Strongest accuracy of data
Disadvantages of Data Service	Almost exclusively a consolidator, media agencies do not own data	First-party data alone may be limited in reach, especially with the deprecation of identifiers like Apple ID and 3rd party cookies. Probabilistic data may not be as accurate	Could be expensive - Additional cost for data matching with publisher/platform data (however, the data insights could be free/offset by spending on media buying on these pub and platforms) Additional data bringing better data accuracy and quality also increased data cost Limited to the segments created by the publisher
Barrier to Access	Simplify complexity across different data sources to utilise on the clients' behalf	To get best possible results initial injection of owned data into the platform is required	Deeper insights to untapped audiences that they currently do not have access to.
Reliability and Accuracy of Data	Reliable in ability to consolidate other data sources	Strong when considering deterministic data that is based on direct identifiers. Varied degree of strength when considering probabilistic data	Strong when considering deterministic data that's based on member/user inputs. Varied degree of strength when considering probabilistic data - determined by publisher's ability to infer data based on multi-dimensional historical user behaviors
Customer Privacy Considerations	As data processors, media agencies are required to follow strict privacy regulations such as GDPR	As data processors, data consolidators are required to follow strict privacy regulations such as GDPR	As data processors, publishers are required to follow strict privacy regulations such as GDPR