

TARGETING & MEASUREMENT IN A COOKIELESS WORLD

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With the looming impact of 3rd party cookie deprecation that is under way, advertisers and marketers alike are scratching their heads at the abundance of news on emerging alternatives.

In this White Paper, the IAB SEA + India Data and Attribution Council's Data Attribution Subgroup provides an outlook at the changes to addressability solutions and methods of measurement in a cookieless world.

Read our comprehensive overview of one by one comparisons to learn about the traditional options used in digital advertising today as well as the impacts and alternative identifiers and digital dimensions that will characterize the post-cookie era.

CHANGING DATA LAWS AND THEIR IMPACT ON OPERATIONAL ASPECTS OF ADTECH

This table compares a post IDFA cookieless world with an earlier scenario

With Device IDs (IDFA/MAIDs) / Cookies	Options	Without Device IDs (IDFA/MAIDs) / Cookies	Options
Attribution	App installs, ecommerce transactions, lead gen	Attribution	Email/Phone number registrations, ecommerce transactions, Brand Lift research, etc.
Audience	Age, Gender, Age Range, Intent based, Activity based, from a particular genre of app / publisher, language, content, device make, telco, connection type, browser, keywords, clickers, non-clickers, installs, conversions,	Audience	Probabilistic estimation leveraging the data of content consumption, e-commerce transactions etc 1st party data: age, gender, language, etc based on registration form submission
Viewability	In view, Out of view, percentage viewability in an active view, past viewability based data segments, viewability based publishers / app bundles	Viewability	New benchmarking of viewability due to cookieless impact
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

This table compares a post IDFA cookieless world with an earlier scenario

With Device IDs (IDFA/MAIDs) / Cookies	Options	Without Device IDs (IDFA/MAIDs) / Cookies	Options
Inclusion List	Include potential list, include clickers but didn't convert, include saw but did not click, include past buyers, include particular age, gender, affinity, language, geography	Inclusion List	1st party data from registration form submissions (covers age, gender, language etc) and purchase data: purchase event, transaction ID, product info, purchase date, etc.
Exclusion	Exclude existing list, exclude conversions, exclude who saw but did not click after a count, exclude past purchasers, Purchasers or purchases? exclude particular age, gender, affinity, language, geography	Exclusion	1st party data from registration form submissions (covers age, gender, language etc) and purchase data: purchase event, transaction ID, product info, purchase date, etc.
Contextual Targeting	Context of content, context of device, context of keyword	Contextual Targeting	Available
F Caps	Frequency caps per day, per campaign duration, per creative type,	F Caps	Only available with the platforms/ publishers with their own 1st-party data and compliance to corresponding legal privacy policy
Location	Lat-long, Country, State, City, Zip Code, Custom polygon, telco powered	Location	Limited to Country, State. iOS15+ IP Address restricted disabling FingerPrinting approach
Custom APIs	Weather, temperature, features of device like battery power etc.,	Custom APIs	Generally available.
Custom Data Signals		Custom Data Signals	Data matching keyed by 1st party data such as user ID: phone number, email

This table compares a post IDFA cookieless world with an earlier scenario

With Device IDs (IDFA/MAIDs) / Cookies	Options	Without Device IDs (IDFA/MAIDs) / Cookies	Options
Persona	Moms, Parents, Frequent Flyers, Sports enthusiasts, High Net Worth Individuals, Race Based - hispanics, Indians, Chinese etc.,	Persona	<p>1st party cookies on-site or in-app interactions data. Additional efforts to segment and create persona based on the interactions are based on 1st party data, personas and audience segments are already available.</p> <p>Example:</p> <ul style="list-style-type: none"> • Spotify: registered users who are female of certain age listening to jazz music but at certain hours play nursery rhymes would likely be a mom. • Yahoo: Mail users who received milk powder and baby-caring products purchase receipts, and having baby-related keyword search could be a new mom
Retargeting	Clickers, In-Cart, Payments,	Retargeting	<p>Last Click attribution only. Retargeting only with Unique IDs or Google Chrome Privacy Sandbox Fledge API (tbc)</p> <p>1st party data/cookies activities tracked by Analytics tools such as Google Analytics, Adobe Analytics</p>

The real impacts on Digital

Targeting

Campaign Delivery

Reporting & Measurement

Impacted:

- 3rd-party Data Providers
- Advertiser 1st Party Data (DMP)
- Re-targeting

- Frequency Capping
- Campaign optimization relying on users' data

- Multi-touch attribution
- Cross-channel reporting

Not Impacted

- Geolocation
- Device targeting
- Contextual targeting

- Last-click attribution
- Media Reporting (e.g: CTR, VTR, etc.)

When cookies are not available:

DSPs

-75% Less Campaigns*

Publishers

-52% Revenue**

*Internal Tests: Studies made on 40+ different DSPs in FR, US & UK, Dec 2019

** Google Studies, "Effect of disabling third-party cookies on publisher revenue"