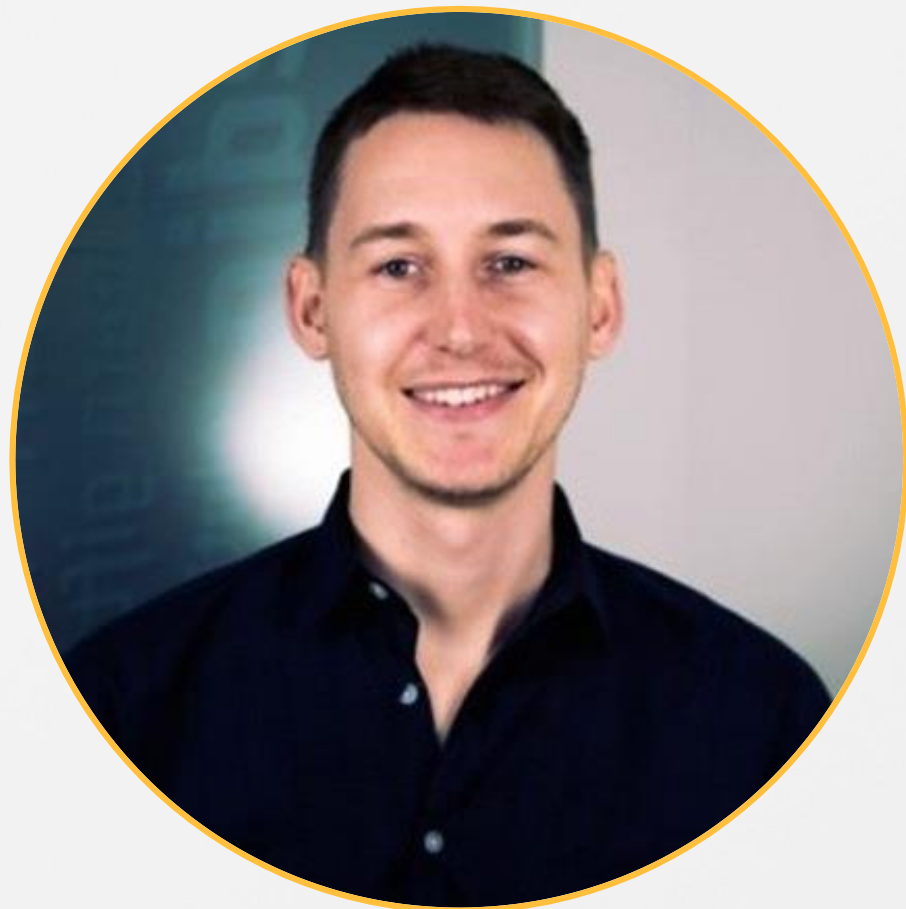


Identity 2.0

What's Next After Third-Party Cookies



Today's Speaker

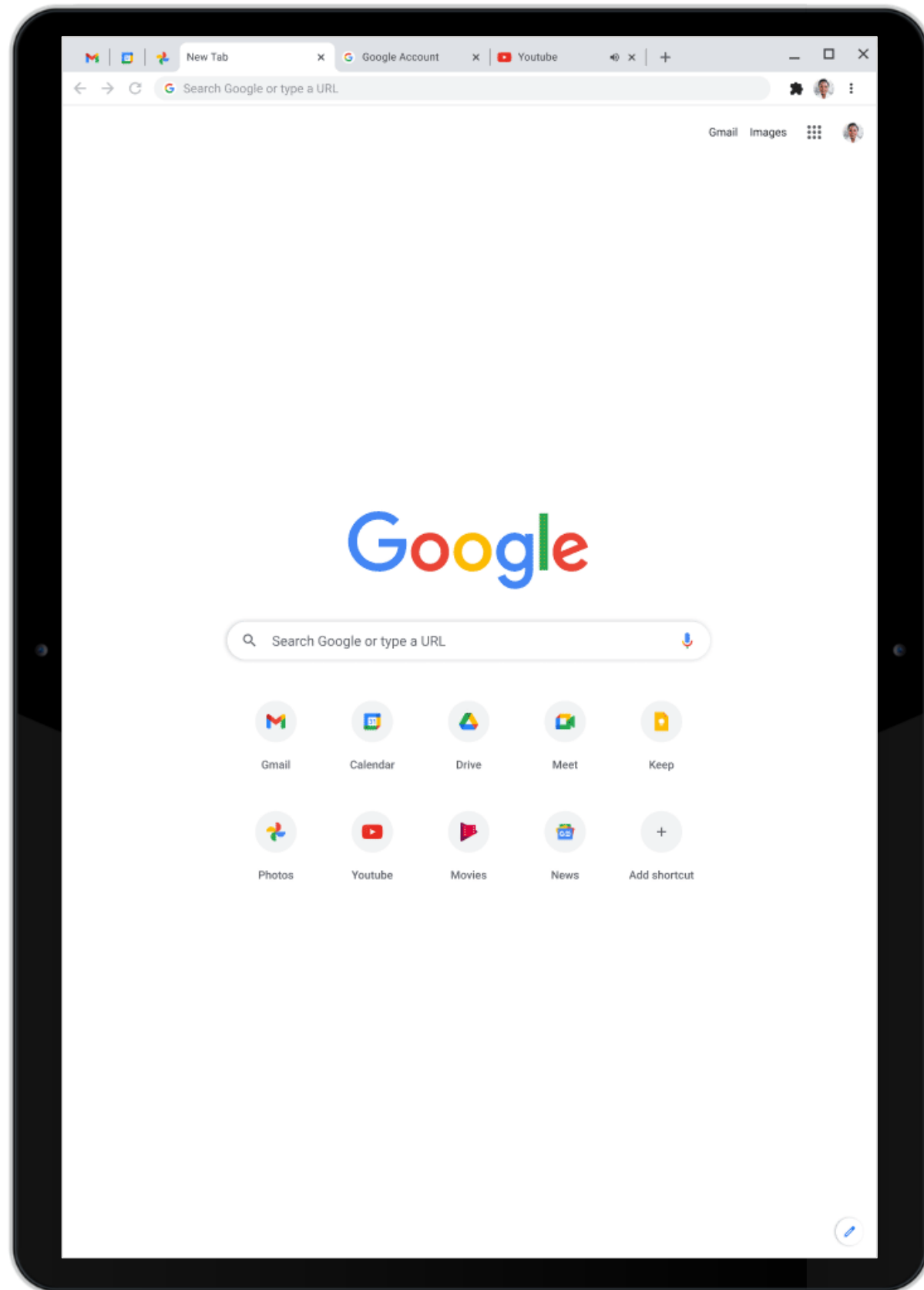
Ken Rood

VP, Media Systems

Challenges



SAFARI + iOS	CHROME	FIREFOX	EDGE	BRAVE
Intelligent Tracking Prevention (2017)	Heavy Ad Intervention (2020) Privacy Sandbox (2021)	Enhanced Tracking Protection (2019)	Tracking Prevention (2020)	Shields (2020)
iOS14.5 - App Tracking Transparency (2021)	Cookie Deprecation (2022)		Restricts 3 rd party access for known trackers	



Browser Challenges: Google Chrome

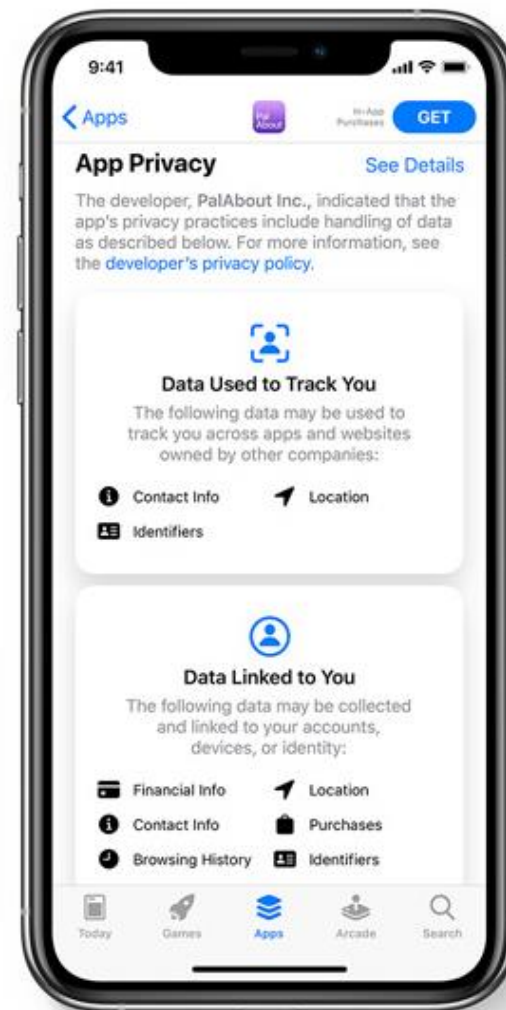
- Chrome to deprecate 3rd party cookies in 2022.
- Introduces Privacy Sandbox
- Introduces FLoCs (Federated Learning of Cohorts) as replacement.

Device Challenges: iOS 14.5

- Beginning with Apple's iOS14, Apple Devices – like iPhone and iPads rolled out several privacy-enhancing features to limit ad tracking.
- These includes new disclosures on app download, location tracking, authentication and other data sharing.



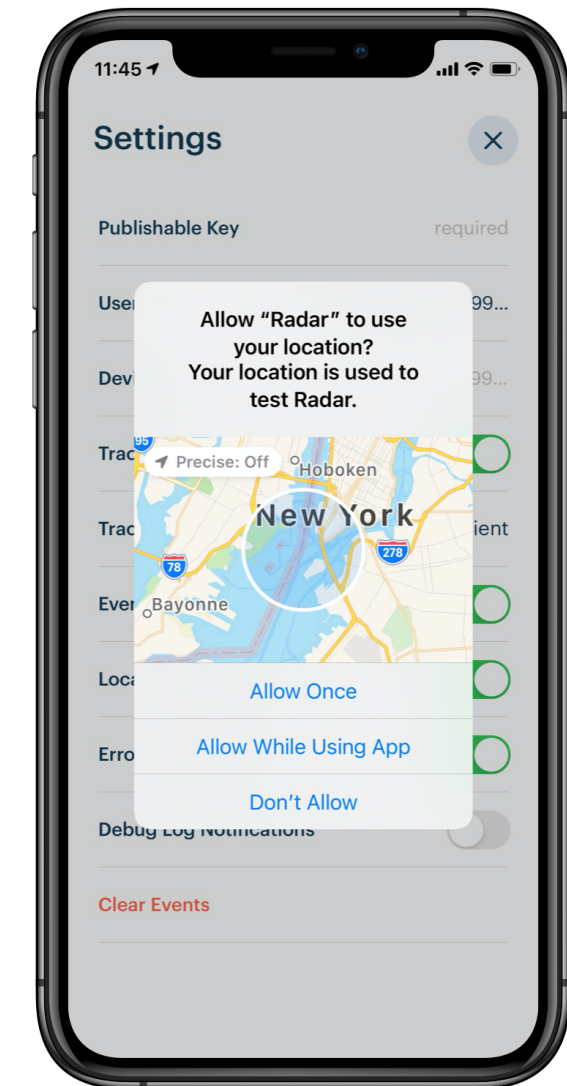
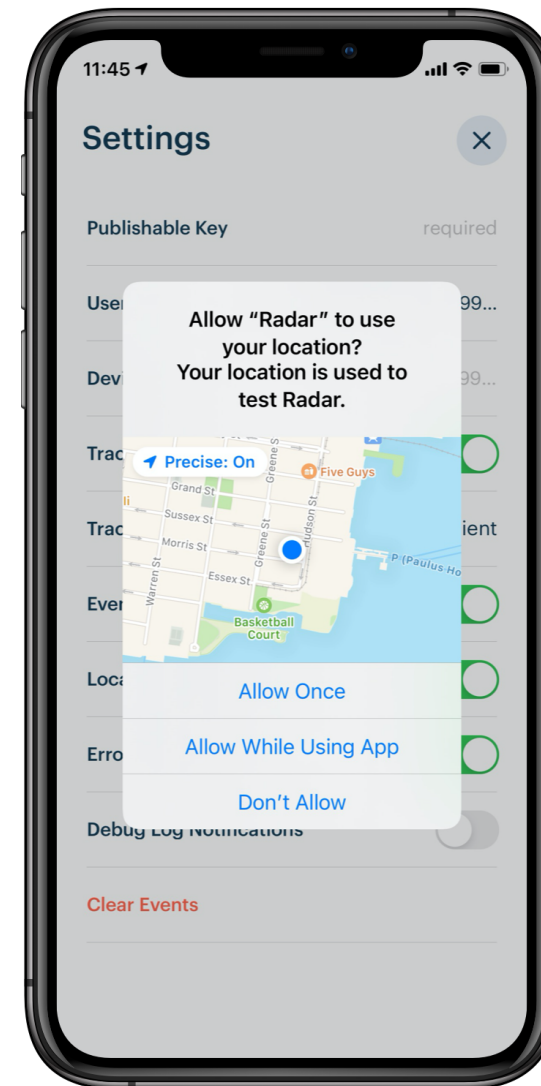
“Privacy Report” + “App Privacy”



- Apple released a new feature called “Privacy Report”, which will display sites that include trackers in Safari.
- Users can block trackers directly.
- Similarly, “App Privacy” details are visible to users prior to downloading in the app store.

“Precise Location”

- iOS users are prompted to allow/disallow location access, and can control when location access is used by each app.
- Beginning in iOS14, users can reduce location accuracy by selecting ‘Precise Location’.
- ‘Precise Location’ reduces accuracy to 1-20KM.
- Significant location changes are updated only 4 times per hour.



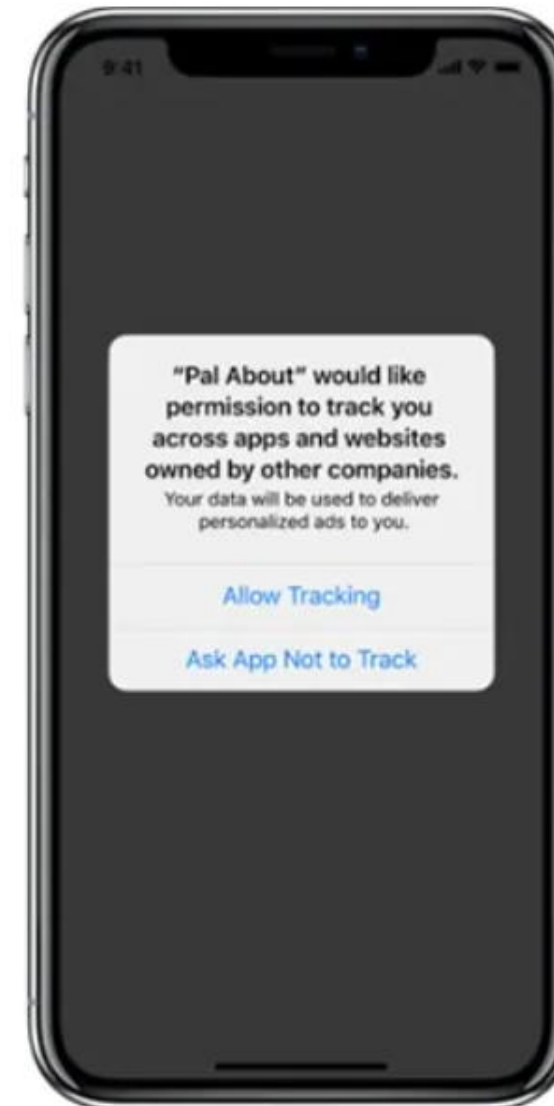
“Sign In with Apple”



Rather than exposing user's email address with third parties, this uses a randomized Apple email relay; only the registered app or site developer can communicate with the user using this email.

App Tracking Transparency

- Apps now display an opt-in prompt before allowing marketers access to user data.
- This is in addition to any consent prompts that may already be in place for GDPR or other legal compliance.
- Reduced availability of device IDs has implications for targeting and measurement.





What can digital marketers do?



Paid Search



Programmatic



Social

Private Deals + Contextual



Private Marketplace (PMP) Deals

PMP deals are proven successful alternative to connect with the right audience; many publishers offer their first-party data directly as private deals.



Expand Contextual Targeting

Whether you are targeting web, app, or CTV inventory, Basis has 2,000+ segments you can choose from to place your ads next to the right content.

1st Party + Machine Learning



Use Your Own First-Party Data

Convert offline records, such as e-mail or physical addresses, into custom segments for your digital media executions. Centro's partnership with LiveRamp allows you to upload your proprietary information securely. CRM onboarding will be available in Q3.



Leverage Machine Learning

Basis analyzes data from 30+ targeting parameters at the brand level to dynamically create real-time smart bidding models.

Geolocation + Location Retargeting



Geolocation

Reach users by location by Country, State, DMA or ZIP



Location Retargeting

FourSquare (formerly Factual) has been changing their source data to hashed e-mails (including IdentityLink) to continue to provide geo-targeting services.

Basis + IdentityLink

IdentityLink-based solutions coming to Basis in Q4 2021



+



Frequency Capping

Frequency capping will be facilitated through LiveRamp's IDL technology, as an alternative to cookies and IDFAs

Related Audiences

Centro's data partners are adopting *IdentityLink*, allowing Basis users to continue to benefit from this feature

Cross Device

Basis will be able to target users (not just devices)

Conversion Attribution

Basis' Universal Pixel

- Maximize control, minimize effort
- Privacy in mind: we do not use device fingerprinting

Added Conversion Solutions coming to Basis in Q4 2021

- **Cookie-less Click Through Conversions**
Using click id technology, Basis will be able to track click-through conversions in a privacy-compliant manner.
- **Offline Conversions**
Access to data files that facilitates processing offline transactions will be available. A direct relationship with LiveRamp is required to complete the data conversion.
- **Footfall Conversions**
Cuebiq's consent opt-in option allows marketers to continue to report on footfall conversions.



Data Collection

Evolved Solutions

Search platforms like Google Ads and Bing have evolved from single JavaScript tags to site-wide tagging architecture built on 3rd party cookies: Global Site Tags & Universal Event Tagging.

Implementation

Similar to Basis' Universal Pixel, these are tags applied across an entire website and help marketers take advantage of 1st party cookies.

Deployment

Simplifying deployment, all of these can be implemented site-wide using tag management tools like Google Tag Manager, Adobe Launch, Signal and others, and integrated with your consent management tools.



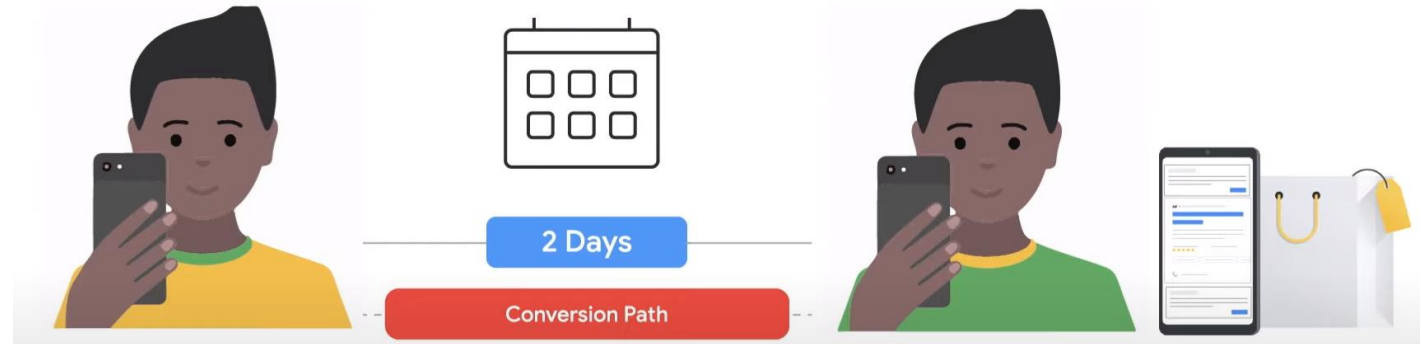
Google Ads



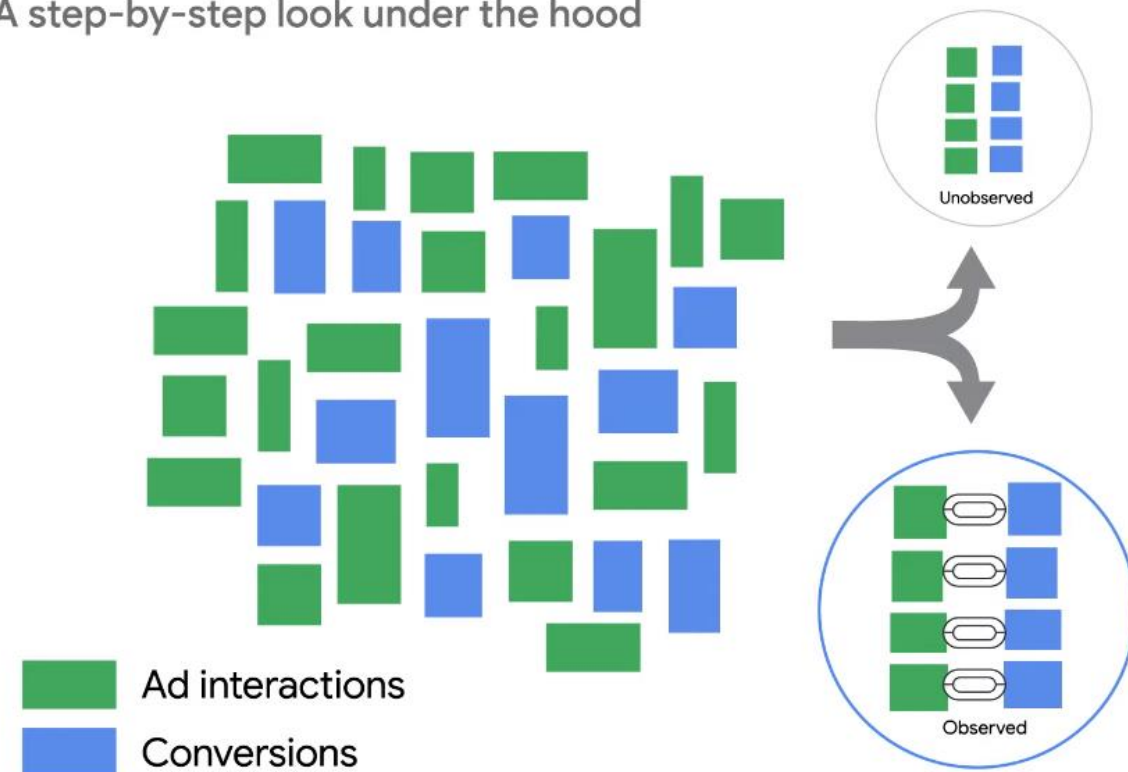
Microsoft | Advertising

Modeling

Google complements its standard tracking with *modeled* conversions.



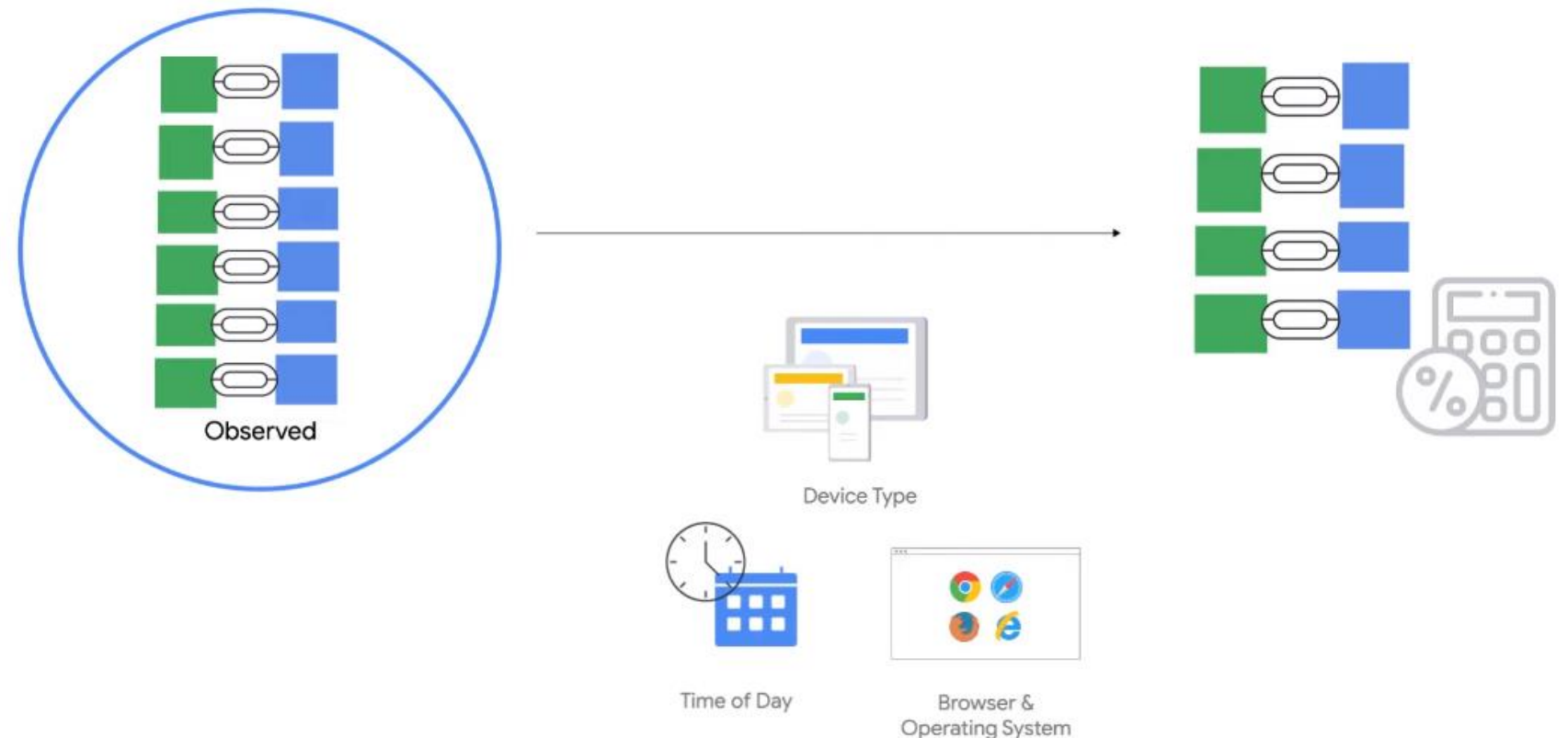
A step-by-step look under the hood



Current browser restrictions already limit cookies, so Google compares ad interactions and conversions from *trackable* browsers to those with cookie limitations.

Modeling

- Modeling is uniquely applied for each advertiser.
- Signals include: Time of Day, Device Type, Browser and Operating System.
- Conversions are only reported when there is statistical significance in their model.
- Improves signals for Smart Bidding and optimizations.



Similar features are not yet released but being planned for frequency management.

Enhanced Conversions

```
// Implement
<script>
  var enhanced_conversion_data = {

    "email": yourEmailVariable,  ***Change yourEmailVariable to the actual Javascript
    variable name where you are storing the user's email data. Do the same for the other variables
    below. Make sure the values are not hashed.

    "phone_number": yourPhoneVariable,
    "first_name": yourFirstNameVariable,
    "last_name": yourLastNameVariable,
    "home_address": {
      "street": yourStreetAddressVariable,
      "city": yourCityVariable,
      "region": yourRegionVariable,
      "postal_code": yourPostalCodeVariable,
      "country": yourCountryVariable
    }
  };
</script>
```

- Currently offered by Google in BETA
- Allows marketers to pass hashed user data to assist with attribution
- Matches the client IDs against its logged-in user database
- Improves reliability of the conversion data; can be used for improved optimization

Keep consent in mind when passing certain customer data.

Offline Conversion Tracking

* Required information

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email Address *	Confirm Email Address *
<input type="text"/>	<input type="text"/>
Phone *	Organization *
<input type="text"/>	<input type="text"/>
Job Title *	
<input type="text"/>	

What are you most interested in learning about?

Information you provide when registering will be shared with the [account owner](#) and host and can be used and shared by them in accordance with their Terms and Privacy Policy.

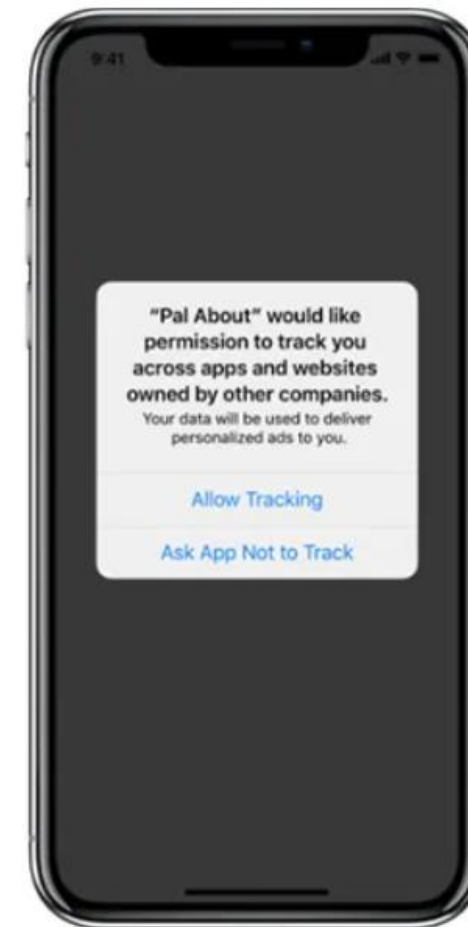
- *Offline Conversion Tracking* allow marketers to pass conversion data from other web servers, such as their CRM.
- Commonly, this is useful in form fills, where users can store and pass a click ID called a *gclid*.
- As these events don't take place in the browser, they are not subject to the certain cookie limitations.

```
<form action="" name="myForm">
  Name: <input type="text" name="name">
  <input type="hidden" id="gclid_field" name="gclid_field" value="">
  <input type="submit" value="Submit Form" name="btnSubmit">
</form>
```

Data Collection

Beginning in May, apps on the iPhone have had to contend with Apple's iOS14.5 prompt, giving users the ability to opt out, impacting targeting and attribution on social marketing platforms, such as Facebook, Instagram, Pinterest and others.

- Use the latest SDKs and include privacy disclosures
- Verify domains and prioritize conversion events for optimization
- Expect shorter attribution windows
- Reporting limitations and delays



Enhanced Matching

Platforms such as Facebook, Pinterest, Snap, and more are supporting additional ways to identify users beyond cookies. Enhanced matching allows us to pass a hashed email to their pixels.

- **Increase the number of attributed conversions.**
Allows for matching more conversions that happen on your website to people on-platform.
- **Increase custom audience size.**
Supports improved matching of website visitors to people on-platform.
- **Decrease the cost per conversion.**
Conversion-optimized campaigns become more efficient because we can better identify and deliver ads to the types of people likely to take the actions you care about.

```
fbq('init', '{facebook-pixel-id}', {
  em: '{user-email}', // Values will be hashed
  fn: '{user-first-name}', // automatically by the pixel
  ln: '{user-last-name}' // using SHA-256
  ...
});
```

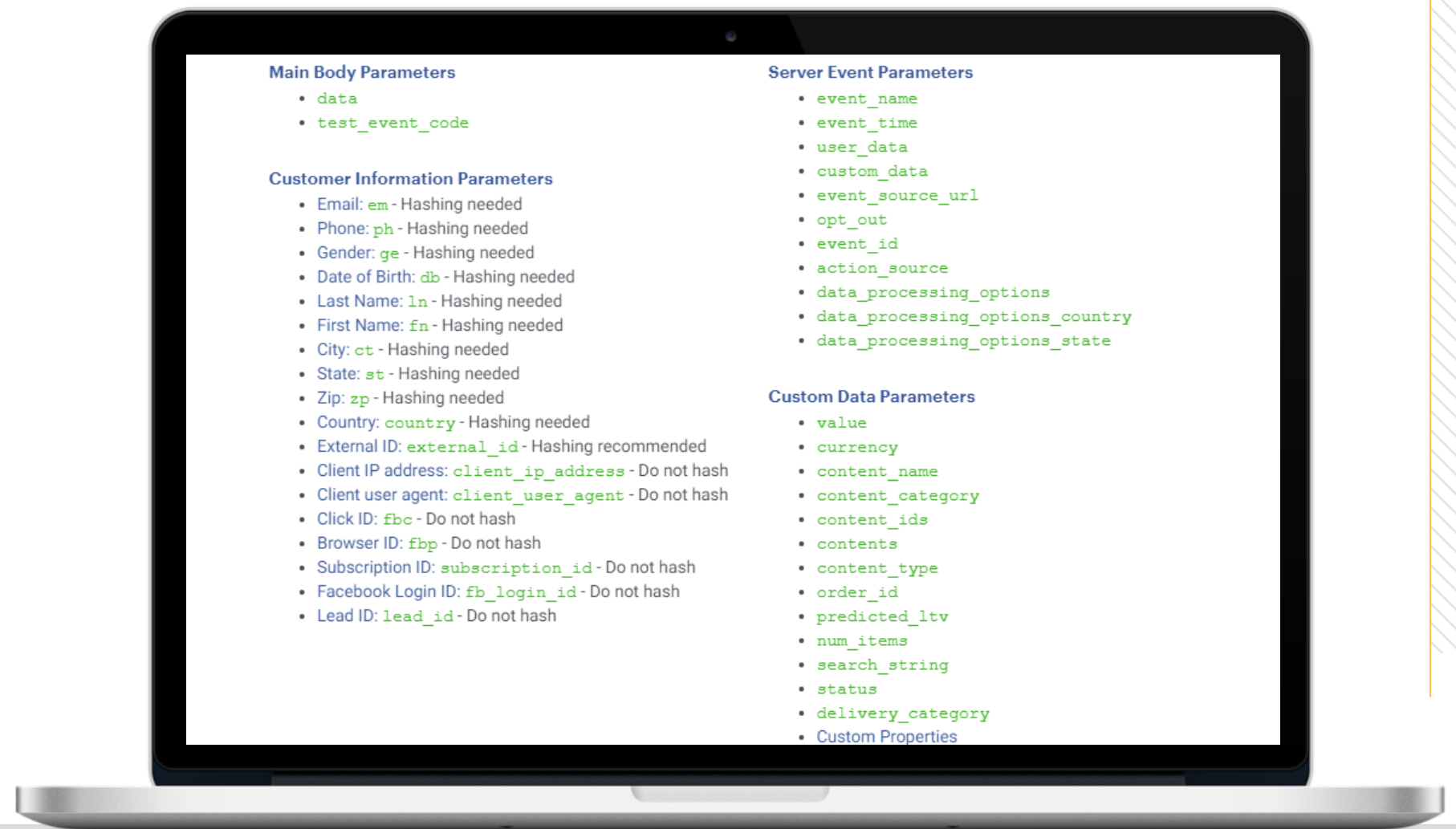
```
<script type="text/javascript">
!function(e){if(!window.pintrk){window.pintrk=function(){window.pintrk.queue.push
pintrk('load','<YOUR_TAG_ID>', {
  em: '<email_address>',
});
pintrk('page');
</script>
```

```
<script type="text/javascript">
(function(win, doc, sdk_url){
  if(win.snaptr) return;
  var tr=win.snaptr=function(){
    tr.handleRequest? tr.handleRequest.apply(tr, arguments):tr.queue.push(arguments);
  };
  tr.queue = [];
  var s='script';
  var new_script_section=doc.createElement(s);
  new_script_section.async=!0;
  new_script_section.src=sdk_url;
  var insert_pos=doc.getElementsByTagName(s)[0];
  insert_pos.parentNode.insertBefore(new_script_section, insert_pos);
})(window, document, 'https://sc-static.net/scevent.min.js');

snaptr('init','xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx',{
  'user_email':'Add Email Variable Here'
})
snaptr('track','PURCHASE');
</script>
```

Conversion Tracking

- Like Google, *Modeling* helps advertisers use statistical models to infer conversions that are otherwise uncounted due to browser limitations.
- Platforms like Facebook and other Social platforms are making Offline Conversion APIs available to marketers, to pass hashed data from other servers to continue tracking without cookies.
- While these require server-side developers to configure, increasingly they are integrating directly with content management and ecommerce platforms, such as Wordpress, WooCommerce, and Shopify.



Centro Recommends

1

Avoid short-term solutions

2

Leverage consented 1st party data

3

Use privacy-centric approaches to targeting

4

Adapt to modeled conversions

5

Investigate server-side or offline events

Identity Resources



Long Form POV
Embracing the
Identity Crisis



Infographic
Ad Tech Fitness



Webinar
Identity Crisis



Podcast
AdTech Unfiltered



Questions?

THANK YOU