



SXSW 
2023

ADVERTISING + BRAND EXPERIENCE

Will Data Privacy Kill Advertising?

WHAT MARKETERS + ADVERTISERS NEED TO KNOW & DO NOW

NOOR NASEER | MONDAY, MARCH 13, 2023



The Law is Being Laid Down When It Comes to Data Privacy



Some TikTok users are receiving \$167 checks over data privacy violations—and Google and Snapchat could be next



White Castle could face multibillion-dollar judgment in Illinois privacy lawsuit

Forbes

Will The Consumer Privacy Wave Continue To Crash Marketers' Party?



Meta's New Year kicks off with \$410M+ in fresh EU privacy fines



Lawsuit Seeks Damages for GoodRx Users for Invasion of Privacy

FASTCOMPANY

POV: Digital advertising is dead. Good riddance

DIGIDAY

From the FTC to SCOTUS, the ad tech world has its hands full of privacy and policy issues

Digital Advertising *IS* Advertising.

Why Do Brands Love Digital Advertising?

Massive Reach

Targeted Reach

Cost Effective

Engagement Opportunities

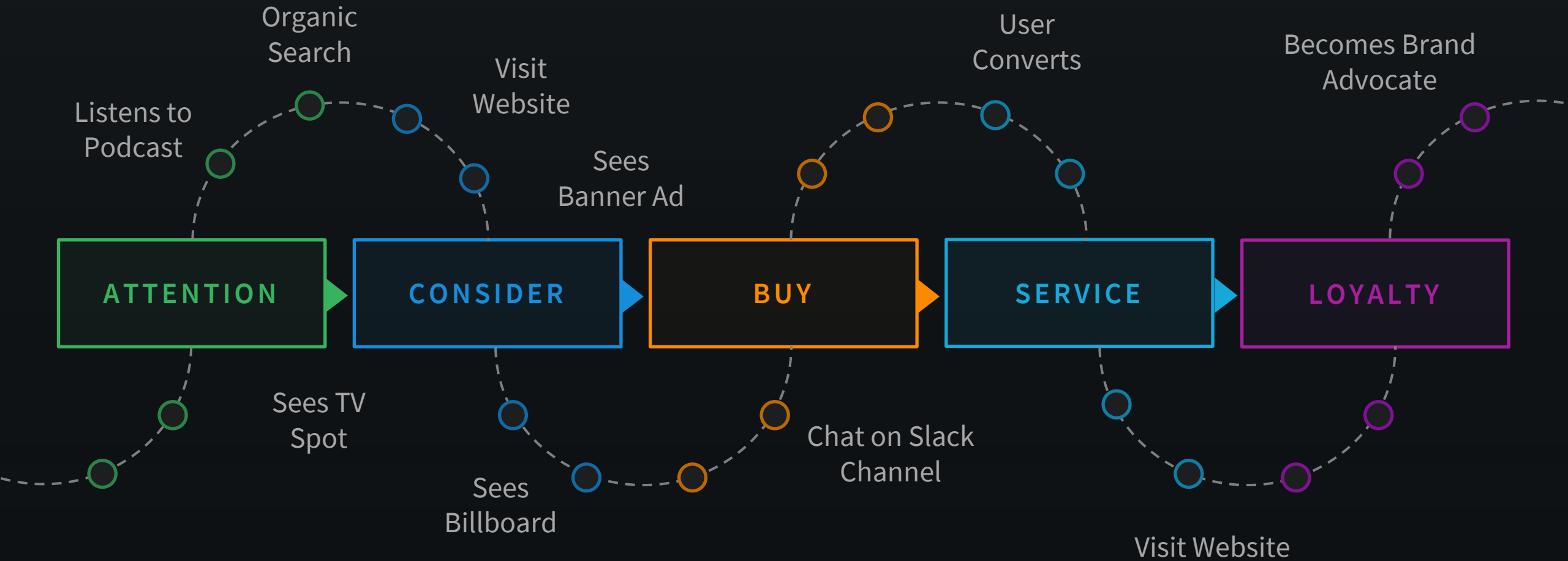
Measurable

Multiple Strategies

Multiple Formats, Devices

Analytics, Optimization

The Digital Consumer Journey is Chaotic



Our Ability to Target People is Being Rearchitected



Cookies are being deprecated

Most third party cookies to be unavailable by end of 2024

Reduction in Probabilistic IDs

Significant reduction in ad signals (i.e. fingerprinting)

Erosion of Mobile IDs

Mobile advertising IDs required opt-in as of Spring 2021

Regulation is rising

Beyond GDPR & CCPA, 35 states have considered data privacy regulation

Will data privacy
kill advertising?

Answer: Yes*

Also, No.

ABOUT THE FUTURE OF TARGETING

“Brands and advertisers are paralyzed not by a lack of desire to solve for digital identity but from the lack of certainty that any solution will be viable by the time third-party cookies finally breathe their last breath.”

Nate Woodman, CEO of tech consultancy Proof



An aerial, high-angle photograph of a modern architectural courtyard. The courtyard is composed of several rectangular concrete platforms and walkways of varying heights, creating a complex, maze-like structure. The lighting is dramatic, with strong shadows and highlights, suggesting a low sun position. A single person is walking across one of the lower-level walkways in the middle-right portion of the frame. The overall color palette is dominated by the greys and blues of the concrete, with a gradient overlay transitioning from dark blue on the left to a lighter, dotted pattern on the right.

So, What Do Advertisers Do Now?

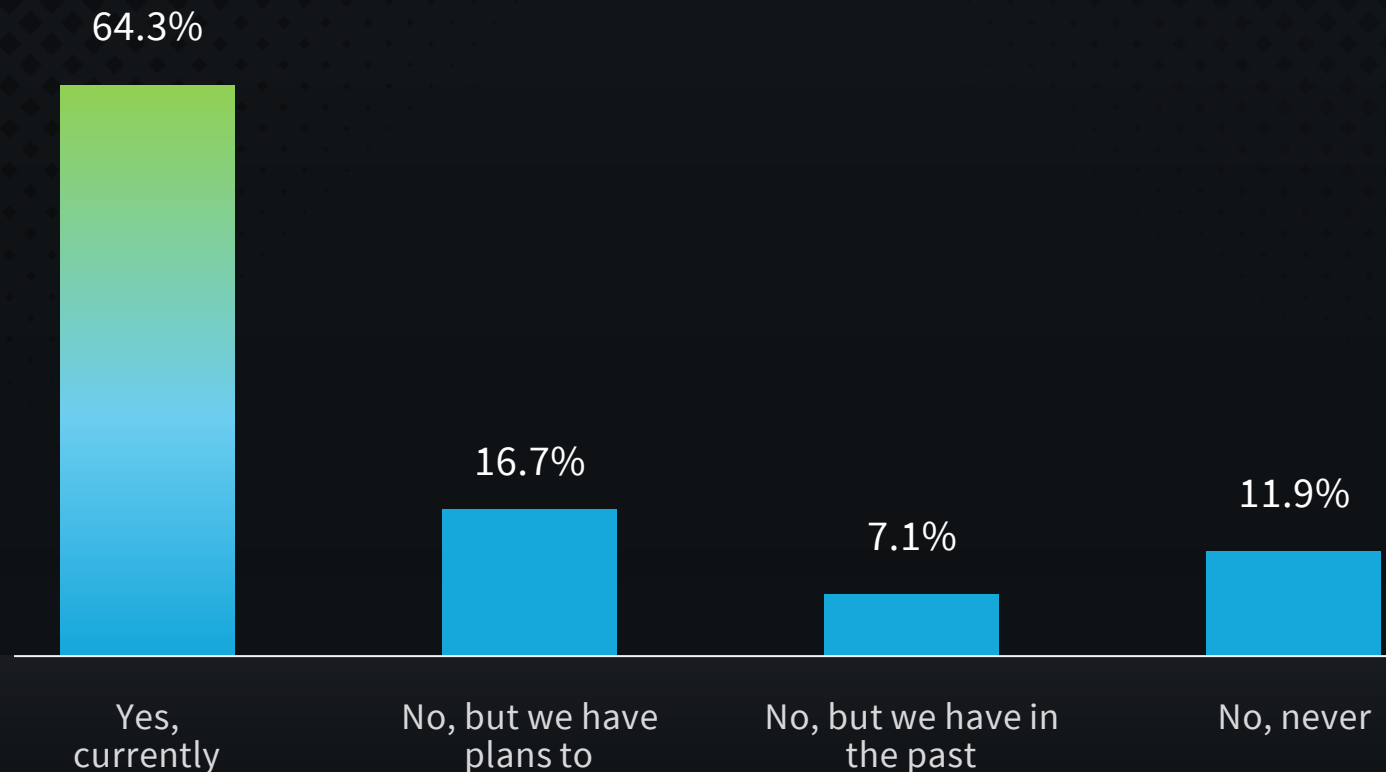




First Party Data

Most Brands Are Leaning Into 1PD Audience Building

Does your organization collaborate with solution providers to share first-party data for insights, activation, measurement or attribution?





2

Permissible Data Sources

We'll Turn to Permissible Sources of Data & Targeting

SECOND PARTY DATA

Retail Media Networks,
Seller Defined Audiences are
sources of 2P data

ARTIFICIAL INTELLIGENCE

AI analyzes digital journeys
to understand the
underlying behaviors

CONTEXTUAL

Contextual targeting
encompasses both content
and environmental cues



3

Alternative Identifiers

Cookieless Identifiers on the Horizon

VENDOR METHODOLOGIES

BROWSER

Privacy Sandbox looks to preserve consumer data while also allowing businesses and brands to build flourishing businesses while keeping content free.



BIG DATA – CDPs

Ingests, unifies, and stores disparate data sources.

CDPs have begun to integrate with cookieless solutions vendors (eg; LiveRamp and UID2.0) for activation



ADDRESSABLE

Connects several consumer data points to RampID identifiers to improve attribution across offline actions, online exposures, and first-party and third-party data.



AUTHENTICATED

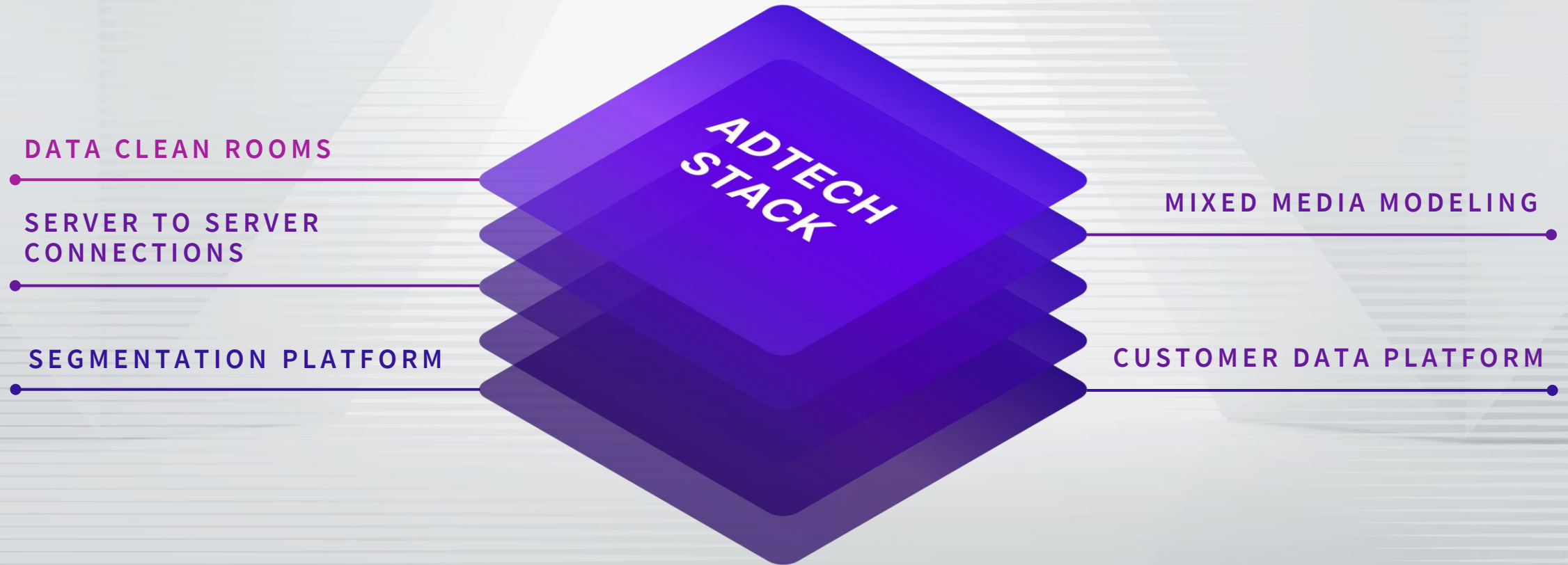
UID 2.0 uses email and a single sign-on mechanism to gather and authenticate users across various publishers.





Deepened Tech Stack

Advertisers Must Deepen Their Tech Stack



Takeaways

Ad signal reduction is real

Secure data collection resources

Advertising will change; executing data capture strategies now is essential

Continue the Conversation.



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