IAB State of Data:
Identity & Addressability

Steve Francolla
Permutive Partnerships & Ecosystem

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Bye Bye, Third-Party Cookies

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Forbes Councils Member

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GOOGLE POLICY TECH

Google delays blocking third-party cookies in Chrome until 2023

Google blinks under regulatory pressure

By **Dieter Bohn** / @backlon / Jun 24, 2021, 9:21am EDT

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Illustration by Alex Castro / The Verge

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Virginia's Gov. Signs The Customer Data Protection Act Into Law

by **Allison Schiff** // Wednesday, March 3rd, 2021 – 12:35 am

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Press release
CMA to investigate Google's 'Privacy Sandbox' browser

The CMA has opened an investigation into Google's proposals to remove third party and other functionalities from its Chrome browser.

From:
Competition and Markets Authority
Published
8 January 2021

Antitrust Regulators Are Turning Up The Heat On Big Tech. Here's Your Cheat Sheet

by Allison Schiff // Posted on Friday, June 18th, 2021 at 12:35 am.

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The Cookieless Future Just Got Closer—More Privacy Tsunamis Hitting Adtech Island

Dr. Augustine Fou Former Contributor ⓘ
CMO Network
I research ad fraud and digital marketing.

by Allison Schiff // Wednesday, March 3rd, 2021 – 12:35 am

'Privacy Sandbox' browser

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Identity Reality Check: Most Identity Solutions Will Fail

by AdExchanger Guest Columnist // 2 days ago

"*The Sell Sider*" *is a column written by the sell side of the digital media community.*

Today's column is written by Ian Trider, VP of RTB platform operations at Centro.

If there are at least 80 companies purporting to offer identity solutions, surely the ad tech industry is set, right? Nope. I would argue that most of these companies will fail for technical, business, or policy reasons.

"Keeping the internet open and accessible for everyone requires all of us to do more to protect privacy—and that means **an end to** not only third-party cookies, but also **any technology used for tracking individual people as they browse the web**"

David Temkin
Director of Product Management for Ads Privacy and Trust, Google
Forbes: Google is Phasing Out Data Driven Web Tracking Based on Personal Browsing Activity

Identity

Identity ≠ **Identity in the bidstream**

Publisher

User ID → SSP → DSP / DSP ← Marketer
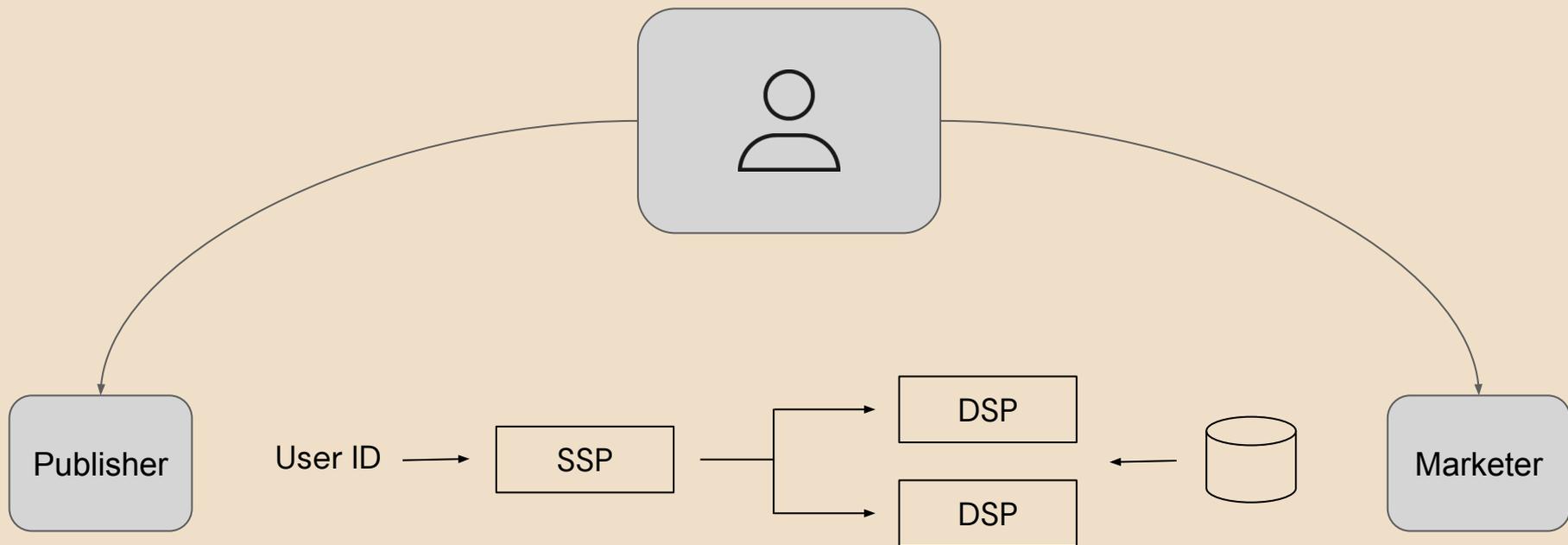
Consumers are Data Savvy

1 in 5

Consumers have avoided a brand over data practices in the past 12 months

19%

Consumers have selected a competitor company over better data policies

Source: Forrester Study – The Future Of Data Security And Privacy
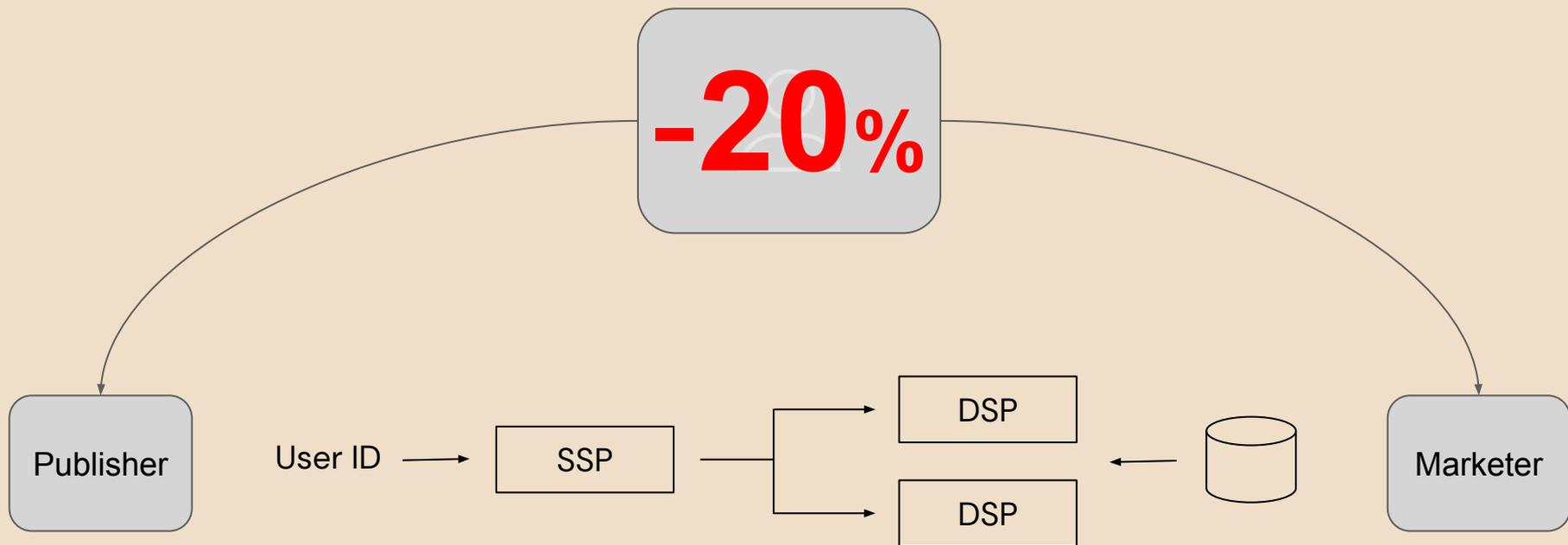
TECHNOLOGY

I'm Being Followed: How Google—and 104 Other Companies—Are Tracking Me on the Web

By Alexis C. Madrigal

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Who are these companies and what do they want from me? A voyage into the invisible business that funds the web.

How would we rebuild the digital ecosystem if we put consumers first?

We wouldn't put personal identifiers into the bid stream
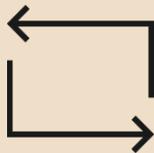
Browsing data and habits would stay within the environments it happened in

We'd transparently tell consumers how we got their data and how we intend to use it
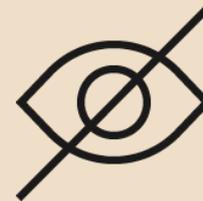
We wouldn't collect data a user can't change or delete

What sort of data is privacy compliant?

Direct relationship
Have a first-party relationship with the end consumer

1st party data
First-party data is immune to the regulatory and browser changes that are afoot

Privacy safe
Can put safeguards in place to protect user privacy

Cross–domain user IDs will not scale beyond the 5%

Potential Reach with
ID Solutions

Potential Reach with
Modeled ID Solutions

Anonymous Web

Anonymous Web

Authenticated Audience

Authenticated Audience

Scaling beyond first party direct relationships requires a strong partnership between brands and publishers

Potential Reach with ID Solutions

Potential Reach with Modeled ID Solutions

Potential Reach with Publisher Cohorts

Anonymous Web

Anonymous Web

Authenticated Audience

Authenticated Audience
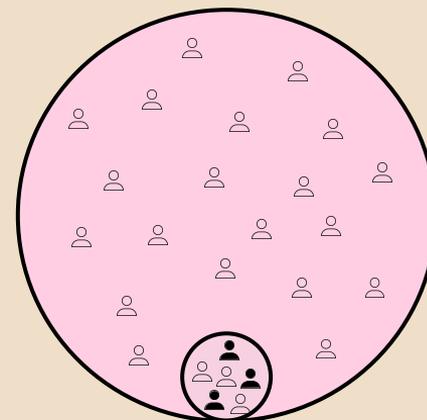
Authenticated Audience

There are some mechanics of digital advertising that we know are sustainable

Transition to cohort-based buying

Direct Publisher relationships for data and activation
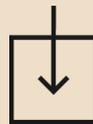
Ability to safely on-board your data into Publishers

Scale through insights and modelling

What do we have to gain from working in a new way

✓ Cleaner supply chain

✓ Confidence in data integrity

✓ Stability for the future

✓ Rebuilding customer trust

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