NO COOKIES, NO PROBLEM! ✓

A COOKIELESS CHECKLIST FOR BRANDS

INTRODUCTION

Cookie removal in Chrome has begun.

Almost 75% of advertisers welcome this **positive change** and understand that third-party cookies weren't built for purpose[1]. Although we have better technology to support brands in connecting with their audiences, the reality of the transition from cookies can be daunting.

It's no surprise that brands have been late to the game when it comes to preparing.

According to a recent ID5 survey, **almost 50% of advertisers** were not at all confident or only somewhat confident in their cookieless strategy[2].

Unprepared brands can face serious repercussions and lose the ability to target, control ad frequency, measure, and attribute campaign performance.

1 *State of Digital Identity Report 2023*
2 *State of Digital Identity Report 2023*

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HOW CAN BRANDS BECOME COOKIELESS READY?

Being cookieless ready is something that every brand aspires to achieve, but few are aware of all the steps needed to get there. **Effective preparation requires cooperation** with tech partners. Therefore, an organization will only be as prepared as its partners are.

This is particularly true for brands and publishers even though they operate on the opposite ends of the advertising chain.

We've put together a step-by-step checklist to help marketers enter this new era with confidence. This guide focuses on universal IDs, the preferred alternative according to industry professionals, and how to leverage alternative IDs to achieve cookieless success[3].

WHAT IS A UNIVERSAL ID?

A **universal ID is a unique identifier** that facilitates **information sharing between a publisher and a brand** enabling the delivery of targeted and measurable advertising. You may have also heard universal IDs referred to as an **alternative or cookieless ID**.

The information shared by universal IDs **allows marketers to identify and engage** with their audiences.

Universal IDs support multiple use cases, including **targeting, frequency capping, and measurement**.

Most universal IDs have been **developed with data protection mechanisms** in order to respect user privacy preferences and avoid data leakage.

"After evaluating over 45,000 data providers, identity solutions, platforms, publishers and brands, it is clear that not all companies are following the same data privacy standards, it is important to take the time upfront to identify the best solutions to meet your needs and mitigate privacy risk."
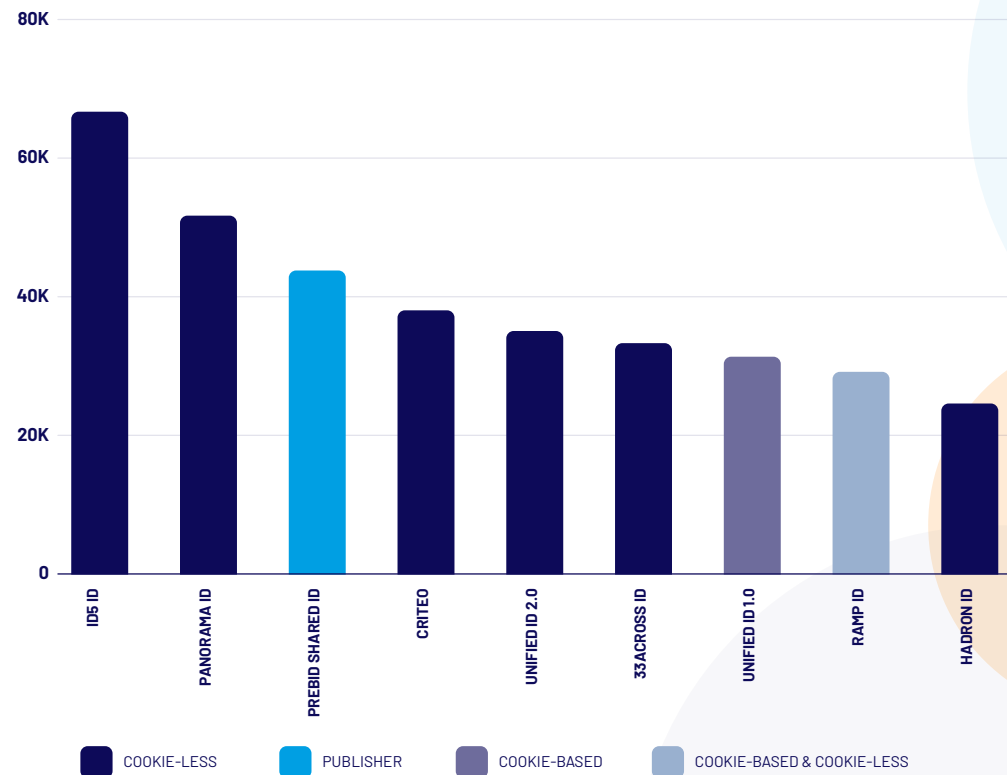
Lisa Abousaleh, CEO, **Neutronian**

UNIVERSAL IDS ON THE MARKET

Since Google's initial cookie deprecation announcement we've seen an influx of IDs hit the market. This chart from Sincera, a lead media telemetry service, shows the most adopted IDs around the world. Sincera assesses the publisher adoption rates of the leading alternative IDs by monitoring **over 200,000+** of the internet's most popular properties[4].

"The list of alternative identifiers continues to grow, but only a handful stand out above the rest. It's difficult for an identifier to gain traction – it requires operational rigor, a real value proposition to the market, and a robust set of features. An identifier's deployment is an indication of how successful they have been on these points"

Ian Meyers, Co-founder, **Sincera**

ID5 IS THE MOST ADOPTED ID GLOBALLY

Legend:
- COOKIE-LESS
- PUBLISHER
- COOKIE-BASED
- COOKIE-BASED & COOKIE-LESS

Categories: ID5 ID, PANORAMA ID, PREBID SHARED ID, CRITEO, UNIFIED ID 2.0, 33ACROSS ID, UNIFIED ID 1.0, RAMP ID, HADRON ID

TYPES OF IDS

Here is a breakdown of the differences between the IDs outlined on the Sincera chart:

Cookieless IDs leverage cookieless signals such as hashed emails, IP addresses, and user agent strings, provided by publishers and probabilistic or deterministic methodologies to generate or return an ID.

Cookie-based and cookieless IDs leverage both third-party cookies and other signals to generate or return an ID. Once third-party cookies are deprecated the reach of these solutions will likely be hindered.

Cookie-based IDs are the first generation of universal identifiers and leverage cookies to generate or return an ID and improve addressability; these IDs will be ineffective after cookie deprecation.

Publisher IDs are distinct first-party identifiers generated by the publisher for a specific website or domain to track user activity and engagement solely on the digital property they are set on.

Over the next few months, we will see the market consolidating around a few of these IDs and increased adoption. The more widely adopted IDs will become market standards and will stand the test of time.

BRAND CHECKLIST

Whether you're a brand yet to test alternative IDs or are seeking guidance to ensure cookieless readiness, this action plan is designed to help you evaluate, implement, and test the effectiveness of an alternative ID.

STEP 1 ▶

STEP 2 ▶

STEP 3 ▶

STEP 1: EVALUATE

It can be easy to feel overwhelmed by the amount of alternative IDs available. However, taking time to review the options thoroughly is crucial to select the right partner(s).

Here are some questions to consider as you review and evaluate IDs:

What is this IDs adoption rate on the supply side? This will determine the scale of the ID ☐

What is the geo availability of this ID in the markets you operate in? ☐

Has this particular ID saturated the markets I operate in? ☐

Does this ID support the use cases you need? It's important to note that not all IDs support all use cases ☐

Do your DSPs, Data Management Platform/CDP, Ad Server and Data Partners support this ID? ☐

Does this ID offer data protection technologies and mechanisms? ☐

STEP 1

STEP 2 ▶

STEP 3 ▶

"In navigating the realm of cookieless solutions simplicity is paramount! Assessing ID Partners hinges on your business needs, transparency offered by the provider, and industry acceptance in your market. A robust evaluation ensures alignment with AdTech and MarTech standards, crucial for effective implementation in today's evolving landscape."

Nicolas Bouchet, Global Head of Data and Digital Transformation

STEP 2:
IMPLEMENT

Once you feel confident in your ID selection, work with your ad tech partners to get it up and running. Collaboration is key during this phase!

Here are some of the partners you need to involve at this stage.

Your DSP needs to be able to:

Read and decrypt the alternative Identifier	☐
Ingest data and segments with alternative user IDs	☐
Deploy and retrieve the alternative user IDs in place of pixels to build audience and retargeting segments	☐
Deploy and retrieve the alternative ID from creatives and associate campaign events with the alternative ID for measurement purposes	☐
Use the alternative ID to inform bidding logic, targeting, frequency/recency capping, measurement and attribution	☐
Consume the ID provider's cross device graph to enable people based advertising strategies	☐

In cases where a DSP doesn't support your ID provider, use a PMP Deal via an integrated SSP to activate a segment, but will not support measurement and frequency capping.

Your DMP/CDP and data partners need to be able to:

Ingest data both client and server-side using alternative IDs	☐
Depending on the ID, decrypt user IDs at ingestion	☐
Log and send data with alternative IDs	☐

STEP 1 ▶

STEP 2

STEP 3 ▶

"Universal IDs are a great way to drive prospecting and retargeting in privacy-focused ways. Advertisers can take this further on Adobe Advertising by turning site activity into paid media signals and then measuring view-through conversions of ID-enabled audiences alongside their holistic strategy."

Greg Collison, Head of Product, **Adobe Advertising**

STEP 3:
TEST

The next step is to set up a campaign test to measure the effectiveness of the ID. Maintaining open communication with your ad tech partners will ensure the integration between the ID and tech platforms is working properly.

Determine what key metrics you want to measure to evaluate success.

Here are some examples of metrics some organizations use:

Scale of addressable impressions/users with your chosen ID provider across your DSP and in your segments vs cookies. ☐

Incremental addressable and purchased impressions/users in cookieless environments upon implementation of an ID provider ☐

Track relevant campaign performance metrics viewability rate, CTR, VTR, and VCR for campaigns leveraging the universal ID vs DSP user ID. ☐

Measure cost savings by tracking eCPM, CPC, and CPA ☐

STEP 1 ▶

STEP 2 ▶

STEP 3

"Testing new solutions whilst cookies are still around is critical to understand the relative performance, scale and cost. Buyers may be pleasantly surprised, we have found that our cookieless solutions perform even better, even when cookies are available"

Amelia Waddington, Chief Product Officer, **Captify**

CONCLUSION

Navigating third-party cookie deprecation can be overwhelming. However, it is essential for marketers to take a methodical approach to cookieless preparation to avoid negative repercussions at the end of 2024.

By evaluating a wide range of solutions and implementing the strongest alternative alongside trusted tech partners marketers can confidently transition into the cookieless era knowing they are well prepared.

ID5

ID5 was created to improve online advertising for consumers, media owners, and advertisers, with the ultimate goal of helping publishers grow sustainable revenue.

ID5 provides the advertising ecosystem with a transparent, scalable, and privacy-compliant identity infrastructure. Its solutions enable user recognition across media properties and devices, bringing addressability across all digital advertising channels.

This enables media owners to better monetize their audiences, advertisers to run effective and measurable campaigns, and platforms to maximize the value of data and inventory for their customers. Created in 2017 by seasoned ad tech professionals, ID5 services clients globally.

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