

The Future of Cookieless Targeting & Attribution

DIGIDAY PROGRAMMATIC MARKETING SUMMIT
Palm Springs, CA

An hourglass with blue sand, positioned on the right side of the slide's main content area. The sand is more visible in the upper bulb, suggesting the passage of time.

The Cookieless Future (and Present)

The future is already here:

- Today, Chrome is the only major browser to still support 3rd party cookies.
- Google Chrome begins deprecation late 2022; completion 12 months afterward.
- GDPR, CCPA & expanding privacy regulations already impacting data use.



But Advertisers Need to Catch Up...

- **Advertisers were the least prepared among any type of US data professionals** to think their company was ready for changes to third-party cookies and the rest of the identity crisis.¹
- **>½ of brand respondents said they were prepared**, compared with an average of ⅔ of the overall ecosystem.²
- **8 in 10 US marketers and publishers were still relying primarily on third-party cookies** to determine the identity of their audiences.³
- **\$12.3 billion in spending last year on third-party audience data.**⁴
- Multiple ad tech execs told eMarketer that **“advertisers will be transacting on cookies until the day they can’t anymore.”**⁵





Where Things Stand Today

An hourglass with blue sand, positioned on the right side of the text box, symbolizing the passage of time or the impact of a cookieless world.

A Cookieless World Impacts:

- * Targeting
- * Attribution

***Targeting* and *attribution* are two of the fundamental uses of 3rd party cookies in digital advertising.**



An hourglass with blue sand, positioned on the right side of the text box, symbolizing time or a transition.

Targeting using context: (Not cookies)

- **Contextual signals are more effective identifiers than cookie identifiers**
- **Bidtellect's context-based audiences routinely outperform most cookie-based 3rd party audiences**

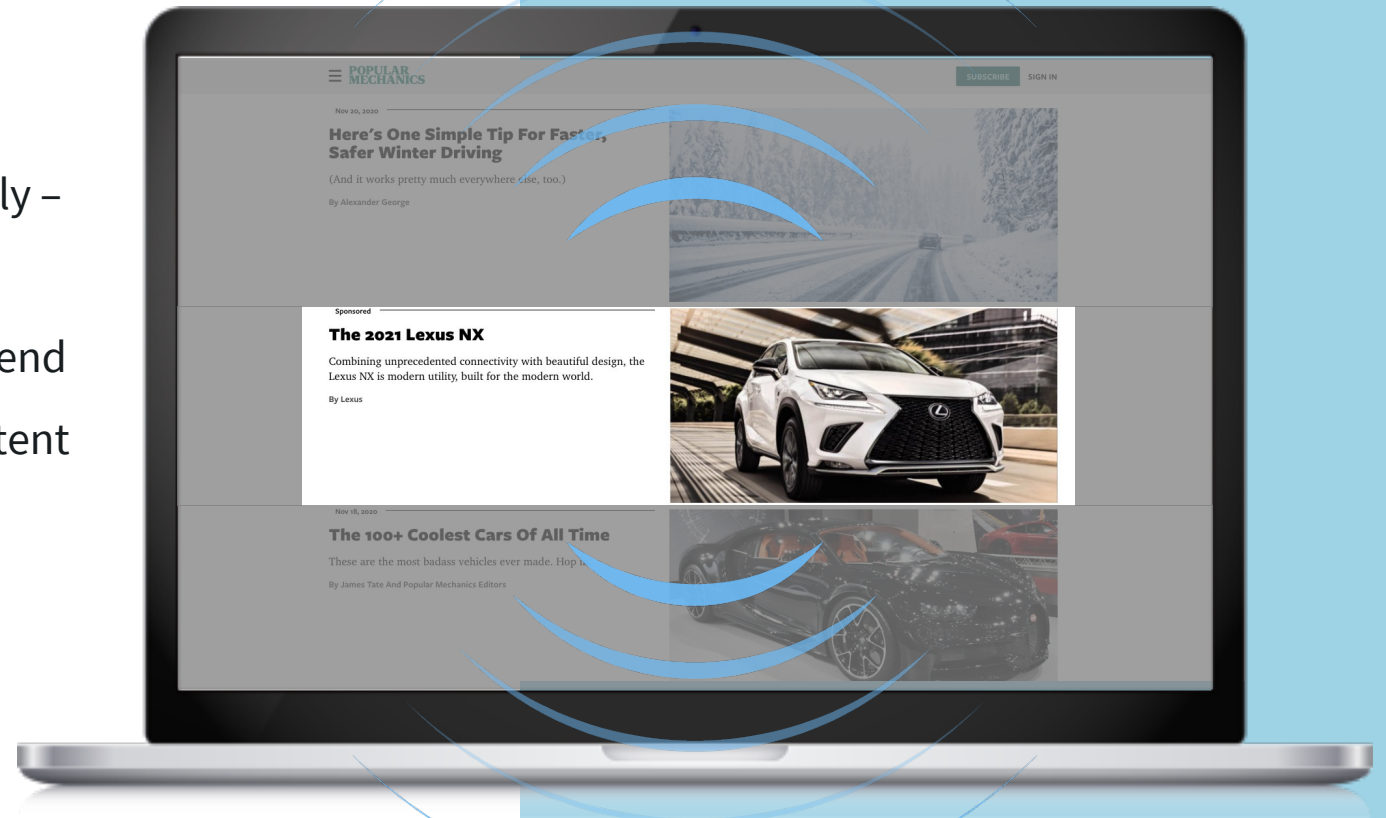
An hourglass graphic is positioned behind the text, with the top bulb larger than the bottom bulb. The background of the slide is a gradient of blue, and the text is white and bold.

Targeting using context & placement- level data: (Not cookies)

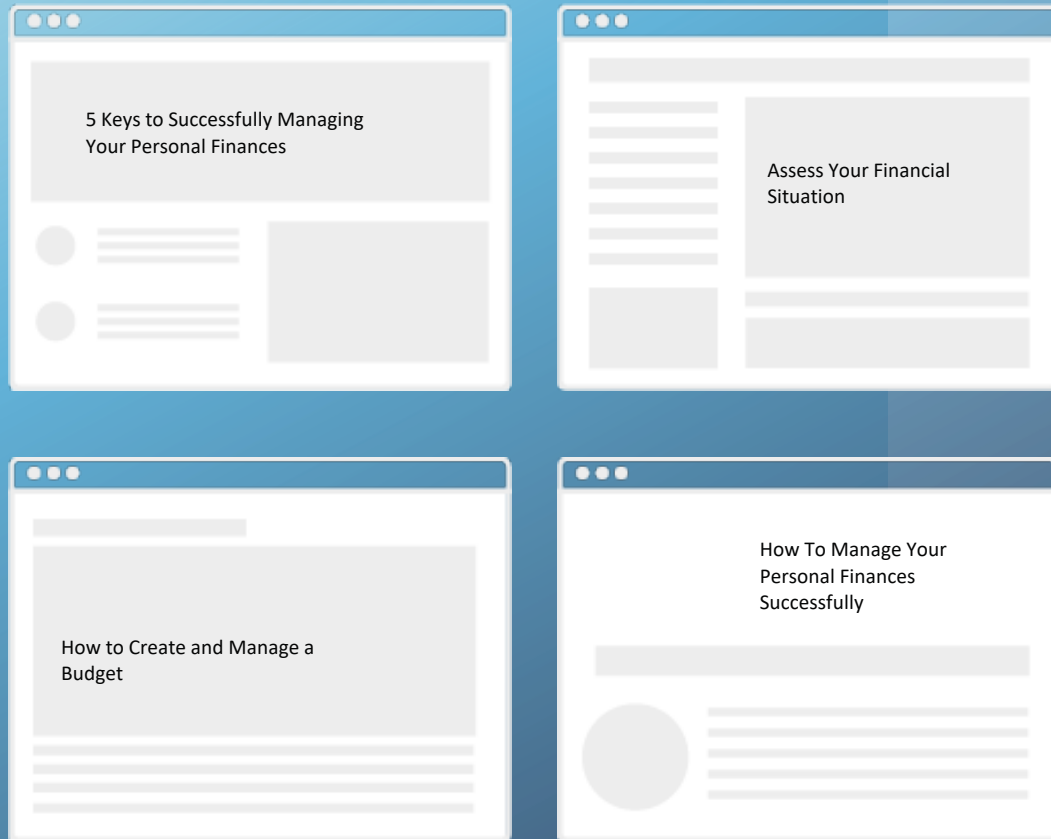
- Targeting without cookies requires advanced technologies that inform DSPs on who is likely to see an ad.
- The single biggest determinant of understanding that is context.
- The single biggest determinant of successful contextual targeting is *placement*.

Context Has Never Been More Important

- Context = what surrounds an ad reflects positively – or negatively – on the brand.
- Context also creates identity signals, as people tend to engage more with ads that appear within content interesting to them.
- These contextual identity signals can be highly informative in targeting & optimization of performance
- Cookies not required!



How Context Can Be Used Without Cookies



1. Targeting

2. Audience Development/Identity Resolution

3. Optimization

Examples of Context-Based Targeting:

- Keywords
- Subject Matter
- Sentiment
- Ad Type
- Device Type
- OS Type
- Location

...must have granular understanding of specific ad placement (and content that surrounds it)

Context Now: More Nuanced & Powerful...And Popular

Users Prefer Context

Context indicators have proven to drive better performance in extensive head-to-head testing vs. audience-oriented solutions. **Context optimization does not rely on user data or cookies.**

70%

Of consumers say that contextual relevance is important

93%

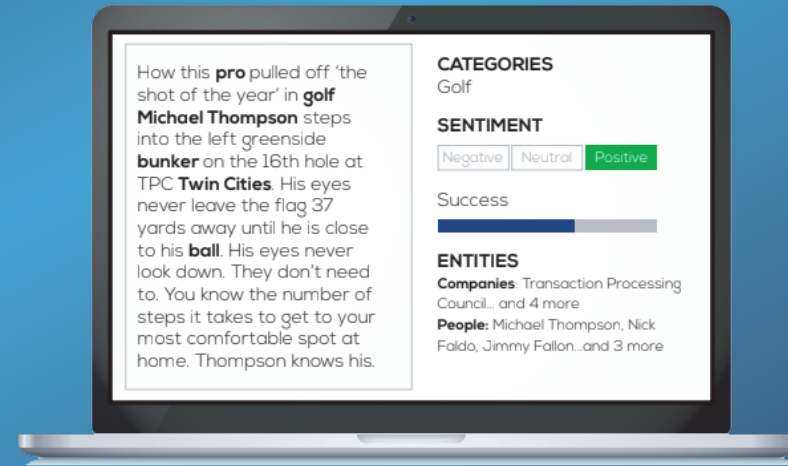
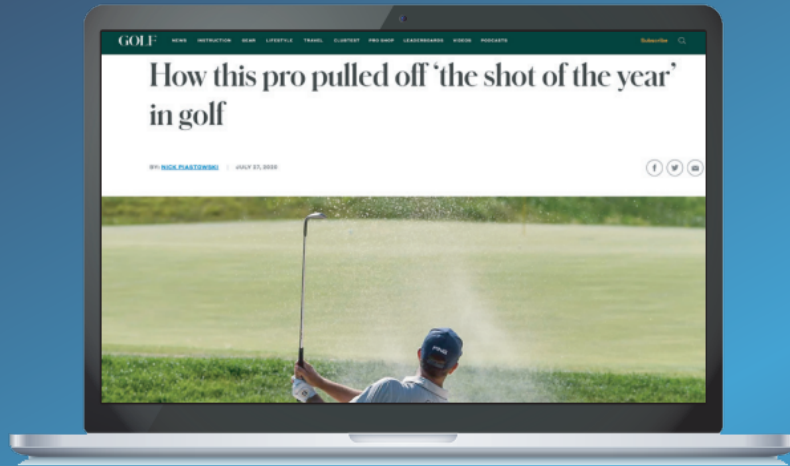
Of consumers are MORE favorable toward brand with ads near positive sentiment content

Privacy and safety requirements have thrust contextual targeting into the spotlight

Bidtellect has utilized context-driven targeting and optimization for years as another approach to bring the best-fitting content to a target consumer.



Context Now: More Nuanced & Powerful...And Popular



Pre-bid Viewability and Safety: a step further thanks to AdmantX and IAS.

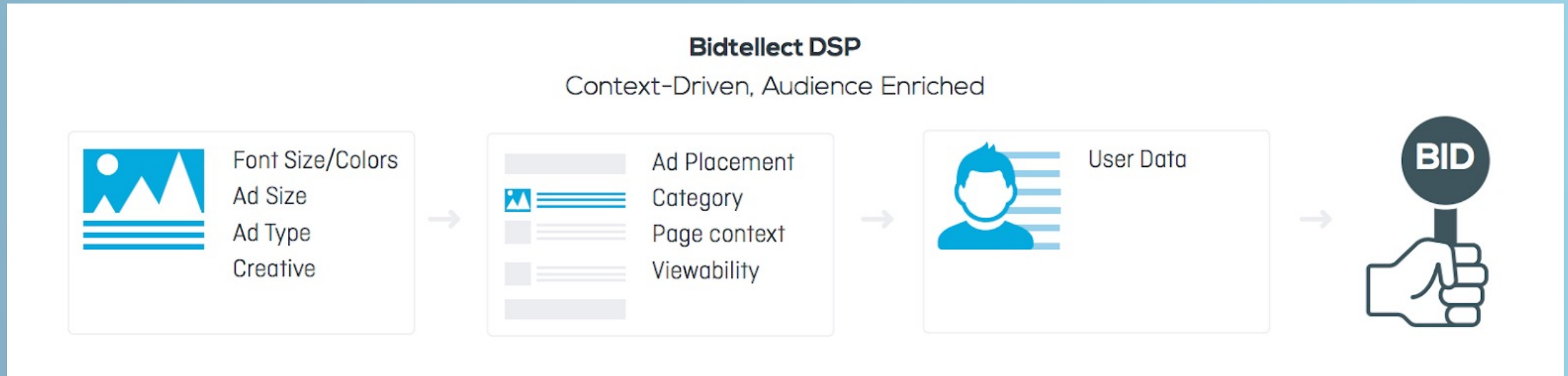
Clients can understand user behavior without jeopardizing privacy.

“Smart sentiment” Targeting and Natural Language Processing Technology

A nuanced approach to contextual targeting



A Holistic Approach = Audience + Context



Think of context-driven approaches as complementary to data and audience ID usage – not exclusive from them.

“In a post-cookie world, multiple tiers of targeting will be required.”

- eMarketer : *Ad Targeting 2021*



Context-Powered Audiences Combined With Targeting

Bombora Partnership

Bombora B2B topic taxonomy: sourced from its Data Co-op

- 20 billion average monthly content consumption events across the B2B internet from privacy-compliant data
- Contributed by 4,000+ content sources.

Previous: “firehose” approach

This:

- Cost effective
- More selective
- Performs better



bombora

Bidtellect®

Introducing Industry First: Context Demographic Targeting



Bidtellect's NEW cookieless targeting solution allows advertisers to skew campaigns towards a given **age or gender demographic** without relying on cookies or costly audience data.

Instead, age and demographic selections are made based on domain-reported site analytics and give advertisers control over scale and accuracy.

Read the [Press Release](#) | Read Our [Recap on the Blog](#) | Watch the [Video](#)



A blue-tinted hourglass is positioned on the right side of the white-bordered box. The top bulb is larger than the bottom bulb, and the narrow neck is in the center. The background within the box is a blurred blue sky with clouds.

38%

**CONTEXTUAL is 38%
of Spend on Bidtellect
Platform**

- Q1, 2022

An hourglass with blue sand, set against a blue background with a white border.

Attribution:

We use cookieless attribution technology to optimize campaigns (internal attribution).





Attribution:

We are developing more advanced technology to directionally emulate cookie-based and future non-cookie based attribution models.

An hourglass with blue sand, set against a blue background with a white border.

Attribution:

Cookieless IDs:

- **RampID (currently integrated)**
- **Panorama ID (in process)**
- **On Roadmap:**
 - **ID5**
 - **UID 2.0**





Attribution:

Bidtellect is cleanroom ready.

- **Bidtellect can provide log level data for impressions, clicks, and video events upon request.**
- **These log level data can be brought into clean rooms by clients who are using clean rooms.**
- **Bidtellect can accept audiences generated through the use of clean rooms through our usual DMP integrations.**





Three Takeaways

1

MULTIPLE PATHWAYS TO COOKIELESS FUTURE

Context, alternate identity resolution strategies, and clean room utilization are examples.

2

TEST, TEST, TEST

Test several approaches to targeting and attribution to gain learning and insights into what works best and to identify appropriate KPIs.

3

ATTRIBUTION WILL TAKE MANY FORMS

From context-driven data to interest-based audiences to cookieless IDs, determining and reaching target consumers will take many forms as technology continues to evolve.

Thank You

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SCAN ME