

**Programmatic**

**Accurate Targeting and Media Effectiveness in a Cookieless Programmatic Environment**

**Roundtable Summary**

We must discuss a crucial issue the Adtech industry faces - audience targeting in the post-cookie era. Specifically, we'll focus on how this challenge has impacted programmatic campaign operations and effectiveness. We'll explore different aspects of audience targeting in programmatic advertising, including in-topic audience research, cohorts and contextual targeting, probabilistic audience modeling, data analysis in the customer journey, mmm/attribution modeling, and first-party data utilization and identity resolution.

We have known for quite some time that cookies as a cross/publisher targeting solution were going out (in 2012, we delivered a Keynote in Rome at the I-COM summit in this regard). Google's announcement on third-party cookie deprecation on Chrome did not catch the industry off guard.

The industry has evolved to offer different solutions to help marketers make things work correctly. Among other audience problems and targeting techniques, we will discuss:

- ▶ **Audience research and enrichment**
  - In-topic analysis
  - Probabilistic approaches to audience planning and AI
- ▶ **Audience activation**
  - First-party data to activation
  - Second-Party Data and Identity resolution
- ▶ **Conversion attribution**
  - Campaign to CDP
  - Audience Modeling and media efficiency

**How are audience targeting and cross platform attribution after cookie deprecation possible?**

Has it even been possible to target audiences accurately in the past? We all know that cookies help a lot to identify browsers and, therefore, users, but a 35% share of browser usage has limited third-party cookies usage for some years now. In this context, let us remember Apple's changes in privacy settings in the last years, impeding also following audiences beyond the campaign. All these hardships in the previous decade have provoked much innovation in the industry within audience targeting, activation, and attribution technologies. We will discuss how clients dive into this complex but very fertile landscape as an opportunity to develop their first-party data as a priority. We will provide insights on how agencies, on their side, have had to endure a profound vision transformation and create the internal skills necessary to navigate audience targeting in the AI and "cookie-less" era.

We look forward to hearing from you and hope that you will consider joining us for this crucial conversation. Thank you for your time and consideration, and we hope to see you there!

**Roundtable Chairs**



**Julián Garritz**  
General Manager,  
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**María Fernanda Rodríguez**  
Paid Media,  
Amazon Prime Video

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**Lorenzo Morbiani**  
Strategic Advisor,  
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To enrich our discussion, our Roundtable Chairs have diverse perspectives, ranging from clients to agencies and tech providers. Julian has extensive industry experience leading agency teams for the last 20+ years in different markets. María Fernanda has worked in the entertainment industry for 20+ years and now oversees media campaigns and acquisition attribution at Amazon Prime Video for Latin America. Lorenzo has expertise in consumer insights and social listening platforms and leads KPI6's international platform rollout into different markets, namely Europe, the USA, India, and Latin America.