

ID resolution, Machine Learning

Cutting through the cookie with anonymised data

Roundtable Summary

- The roundtable will discuss the impact that privacy developments and browser changes are having on \$175 billion of programmatic ad spend, and how this will change in the coming months.
- It will review what tools marketers currently have to mitigate for the end of cookies and identifiers and explore why, despite the fanfare, cookieless solutions are struggling to deliver scale, performance and compliance.
- It will then ask what brands can do today to target audiences at scale and measure campaign performance across all browsers and devices in a compliant and sustainable way.
- It will then introduce ‘anonymized targeting’ as an entirely new type of technology for cookieless advertising, exploring how it differs from other solutions, how it can be used across all marketing functions and what are its main benefits.
- Finally, it will provide some practical take-away insights for marketers preparing for a privacy-centric digital world

Reach, performance, compliance and measurement in identity-less environments

Today, over two-thirds of programmatic audiences are unreachable due to the deprecation of third-party cookies and mobile IDs, ad blockers, privacy choices and the expansion of in-app browsers. With Google set to finally deprecate the third-party cookie in 2024, audience addressability will reach zero.

Dozens of cookieless identity solutions have emerged in the last three years but very few - if any – can provide enough scale, targeting accuracy, privacy compliance and attribution capabilities to replace the cookie. With browsers on a mission to close tracking loopholes like fingerprinting and the US Federal and Trade Commission taking similar views to European regulators, even those cookie replacements that manage to scale are bound to fail fast.

What options do brands have to protect \$175 billion of ad spend in the open web? This roundtable will review the regulatory and technical trends that are shaping the programmatic industry, explore the ongoing discussions between big-tech and competition authorities and discuss what brands can do today to prepare for the current and upcoming changes to their marketing tech stack. It will then review the various technologies that marketers are trying out today to solve this problem.

Finally, the roundtable will introduce anonymized data as a new category of solutions to this problem. Understanding individual consumer preferences is key to marketing effectiveness, but it does not require the systematic sharing of personal data in the bid-stream. Consumer data can be aggregated, processed and anonymized on the user device while marketers build, target and measure anonymous cohorts of people. This approach leverages and enriches marketers and publishers first-party data assets, prevents data leakage and provides unparalleled targeting ability while protecting consumer privacy. Together with contextual and ML-based predictive audiences, anonymized targeting will likely be part of the mix of products that redefines both targeting and attribution in the open web.

Roundtable Chair



Dr Mattia Fosci
Co-founder & CEO,
Anonymised
Personal LI link

Dr Mattia Fosci is the co-founder and CEO of Anonymised, the first platform for cookieless targeting, retargeting and attribution that uses only real-time, anonymised consumer data. Mattia is a lawyer and privacy expert turned entrepreneur. He has an open dialogue with privacy and competition regulators in the UK and the EU and spends his time solving challenges for brands, agencies and publishers.

Mattia and his team built Anonymised to maximise commercial performance and privacy protection. Anonymised is the only technology that can offer 100% cross-domain reach on all browsers and devices, unlimited targeting granularity and essential marketing functions such as new customer discovery, frequency capping and attribution. It uses real-time anonymized audience data.