



INTRODUCING IDENTITY INTELLIGENCE

CASE STUDY

BY INTRODUCING **IDENTITY INTELLIGENCE SOLUTION** IN ITS VIS.X[®] PLATFORM YOC INCREASES THE REACH OF SOCIO-DEMOGRAPHIC TARGETING IN COOKIELESS BROWSERS BY **800%**.



CHALLENGES

● Third-Party Cookie Restrictions

Google's intentions to phase out third-party cookies in Chrome, which accounts for approximately 65% of web traffic globally, will have a tremendous impact on the entire online advertising industry and its ability to target specific audiences, that has been mainly realized through the user matching process between ad networks and data management platforms (DMP) that historically relies on third-party cookies.

Safari has already limited the ability to track users across the web by blocking third-party cookies by default. This hampered the collection of browsing behavior data, which is crucial for creating detailed demographic profiles, and made Safari irrelevant for campaigns with sociodemographic targeting in place.

● Finding Reliable Identifiers

Fragmentation generated by the high diversity of universal identity solutions in the industry made it difficult to find reliable alternatives to the third-party cookies for tracking and matching profiles. Publishers, ad tech platforms and other players like DMPs struggle to maximize coverage of traffic with data-rich audiences by supporting only selected ID solutions.

● Preparing for a Future without Cookies

While there's less and less time left for third-party cookies to live in Chromium-based browsers, ability to achieve a solid reach when targeting sociodemographic audiences remains under risk. Uniting forces with publishers, identity providers and data providers and finding right techniques to implement new solutions for audience targeting becomes crucial for the advertising platforms to safeguard the future of addressability in web.

SOLUTION

VIS.X[®] IDENTITY INTELLIGENCE



YOC TACKLES THE CHALLENGES BY INTRODUCING IDENTITY INTELLIGENCE IN ITS PROPRIETARY PLATFORM VIS.X[®] AND INCORPORATING A MULTI-ID APPROACH THAT ALLOWS TO USE A VARIETY OF RELIABLE UNIVERSAL IDENTIFIERS AS ANCHORS FOR COLLECTING USER DATA.

"There was no time to wait for one universal identity solution to fit all. Publishers look for GDPR- bulletproof, free of charge, easy-to-integrate options, try out different identifiers in their advertising stacks but struggle to see uplifts in revenue in the cookieless environment so far." Ilya Mavrychev, Head of Product at YOC

Data management platforms work hard on shifting their audience profiling methodologies from third-party cookies to first-party signals. Those without their own identity solution have been facing challenges to adapt enough universal IDs to defeat fragmentation and test new approaches to audience segmentation. DMPs who focus on their own identifiers require publishers to cooperate, adapt and make them available in the bid stream. At the same time, it requires a lot of effort to gradually improve coverage without comprehensively building ID-graphs.

The VIS.X[®] Identity Intelligence Solution is a **flexible system** that enabled us to activate **any identifier type** and use as one of the anchors to attribute frequency capping and, most importantly, audience **data from any source** – be it from DMPs or our publishers.



CASE STUDY

Running tests on addressing audiences in Safari with the help of alternative tracking solutions like universal identifiers is a strategy that can provide the most useful insights on what the cookieless future is going to look like very soon in Chrome.

To calculate how the **new multi-ID approach** to audience targeting improves addressability of cookieless browsers, we have set up two identical campaigns that targeted **Safari**, where third-party cookies are disabled by default, and **Chrome**, where third-party cookies are still available, respectively.

Two campaigns were targeting the same inventory where the ratio of Chrome vs Safari traffic was approximately **50/50**. They had equal priorities, prices, volumes, and geo targeting (country Germany) in place, and both were configured to use ASAP-type of pacing to make sure the speed of buying matching inventory is at maximum.

To calculate the impact of the **VIS.X® Identity Intelligence**, campaigns targeted six domains enriched with universal identifiers of two selected types – ID5 ID and Shared ID. Demographic multi-ID segments provided by emetriq were set to target age groups 20-29, 30-39 and 40-49.

Alternative Identifiers such as ID5 ID and Shared ID, are unique user IDs that allow AdTech companies to match users and track their web traffic activities. They enable media owners to generate IDs that can be shared with advertising systems in the bid stream, who then exchange these with DMPs to activate audience segments.



The proprietary emetriq multi-ID Graph enables ID-agnostic targeting, to ensure that advertisers can continue to efficiently reach their target audiences across all devices. Combined with the biggest German data pool, consisting of hard facts provided by premium partners such as Deutsche Telekom, as well as behavioral data from Germany's most relevant publishers.

Prebid SharedID **ID5**

emetriq Member of

Chrome Campaign

Booked volume:

1'000'000 impressions

Delivery time:

21h 35 min

Average delivery speed (pacing):

772.20 impressions/minute

Cookie-based matches:

92%

Universal ID-based cookieless matches:

8%

Safari Campaign

Booked volume:

1'000'000 impressions

Delivery time:

206h 39 min

Average delivery speed (pacing):

80.65 impressions/minute

Cookie-based matches:

10%

Universal ID-based cookieless matches:

90%

*For the test, the metrics of traffic from Safari and Chrome on selected inventory were normalized and extrapolated to match a scenario where each browser would account for 50% of the incoming traffic.

RESULTS

By activating **two universal ID types** in addition to traditional cookies, the average number of available impressions per minute for the given targeting criteria in Safari has **increased from 8.07 to 80.65**, which indicates an **800% uplift** in reach for demographic segments.

**+800%
REACH**

These results prove that:

- targeting sociodemographic is still possible and will remain possible once third-party cookies are gone from Chrome too.
- incorporating multiple identifiers into targeting strategies allows ad platforms and DMPs to achieve greater coverage.
- with VIS.X Identity Intelligence advertisers won't have to rely solely on limited capabilities of contextual/semantic segments and Privacy Sandbox initiatives but also allocate budgets to a high-quality sociodemographic matching.
- the approach of maintaining consistent audience taxonomies in environments with and without third party cookies enables advertisers and their ad platforms to conduct addressability tests and get meaningful results.

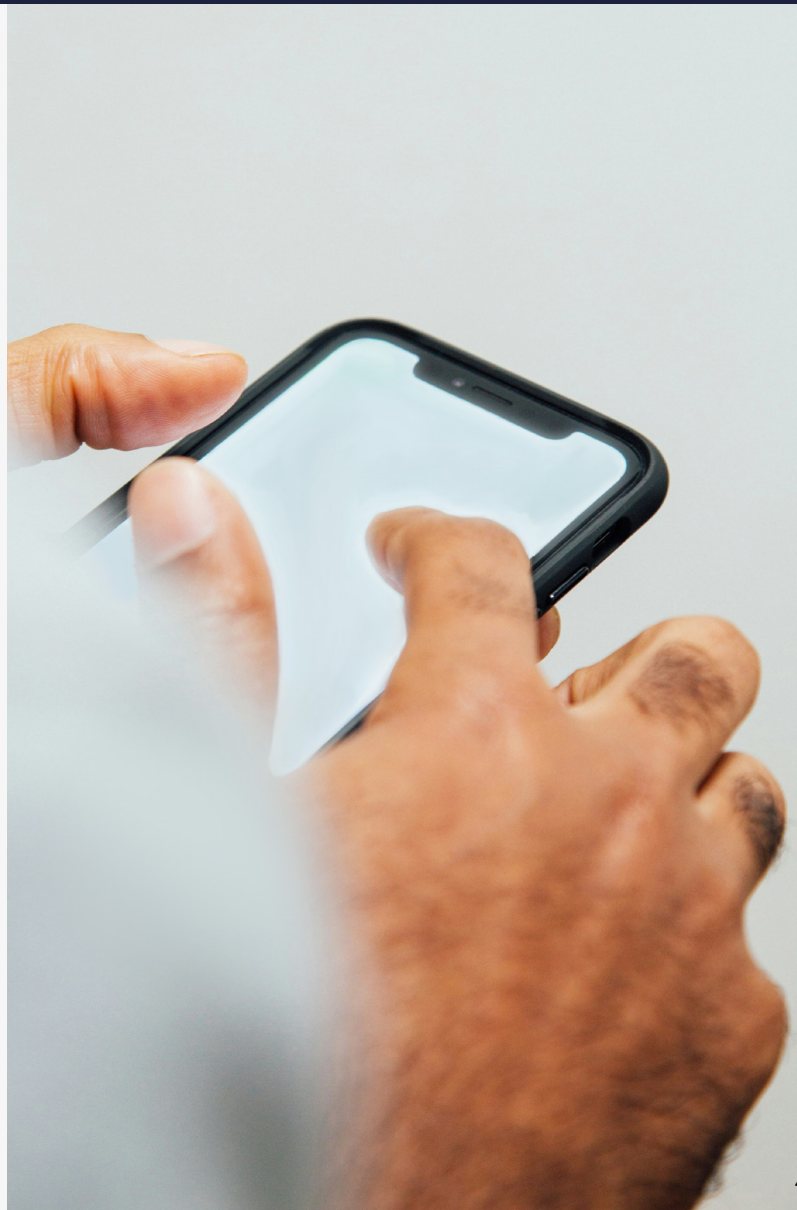
In addition to that, **addressability in Chrome** has also **increased**. Activating universal IDs allowed to spend campaign's budget earlier by **10%** compared to those targeting cookie-based audiences.

Therefore, by the time third-party cookies are gone, identity resolution and audience fragmentation will no longer be an issue.

With VIS.X® Identity Intelligence, advertisers will still be able to target sociodemographic segments while ensuring a 100% compliance with all user privacy regulations and measures in the industry.

“The intelligent approach considers **availability of trusted identifier types** and **addressable profiles** for each campaign's targeting criteria during its delivery. It also activates ID signals to **maximize reach** while maintaining their priorities against collected profiles and presenting a pathway to cross-domain matching whenever publishers have options to accommodate an encrypted personal identifiable information (PII) into the universal ID.”

Ilya Mavrychev, Head of Product at YOC AG



RESULTS

“With VIS.X® Identity Intelligence it is now possible to overcome the problem of lacking traditional identifiers for addressing sociodemographic audiences relevant for our customers and ensuring a solid reach for their campaigns.

Our solution supports multiple universal identifiers in web environments where third-party cookies aren't available. It already shows very impressive results.

By working together on the adoption of reliable identity solutions with publishers and DMPs, as well as constantly running tests with our advertisers, we will increase the coverage even further and ensure maximum addressability independently from cookies in all browsers.”

Jan Gräwen, CCO at YOC AG



“The emetriq Multi-ID Graph seamlessly connects the diverse IDs obtained from our direct publisher integrations with emetriq user profiles. These profiles are then linked to both deterministic and probabilistic audience data. All emetriq segments comprise a variety of ID solutions and can be deployed without additional effort.

In collaboration with our long-standing partner YOC, we have demonstrated that our efforts not only function effectively but also align with market needs. This collaboration emphasizes the opportunity to maintain existing profiles while reaching new ones through browsers like Safari, that were previously inaccessible.

In demonstrating the effectiveness of our approach through collaboration with YOC, we've underscored our commitment to staying ahead of evolving market demands. This partnership showcases how emetriq remains at the forefront of innovative solutions for targeted advertising in a cookieless environment.”

Stephan Jäckel, CEO at emetriq



If you have questions, don't hesitate to contact your partner at YOC
or send an email to marketing@yoc.com

