beyond the bid:

establishing modern **media effectiveness**

MEAS**U**RE

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Beyond the Bid:
Establishing Modern Media Effectiveness

flashtalking "„
by Mediaocean

Tiffany Foxwell
Head of Client Services JAPAC

We're in the midst of a measurement evolution of our industry.
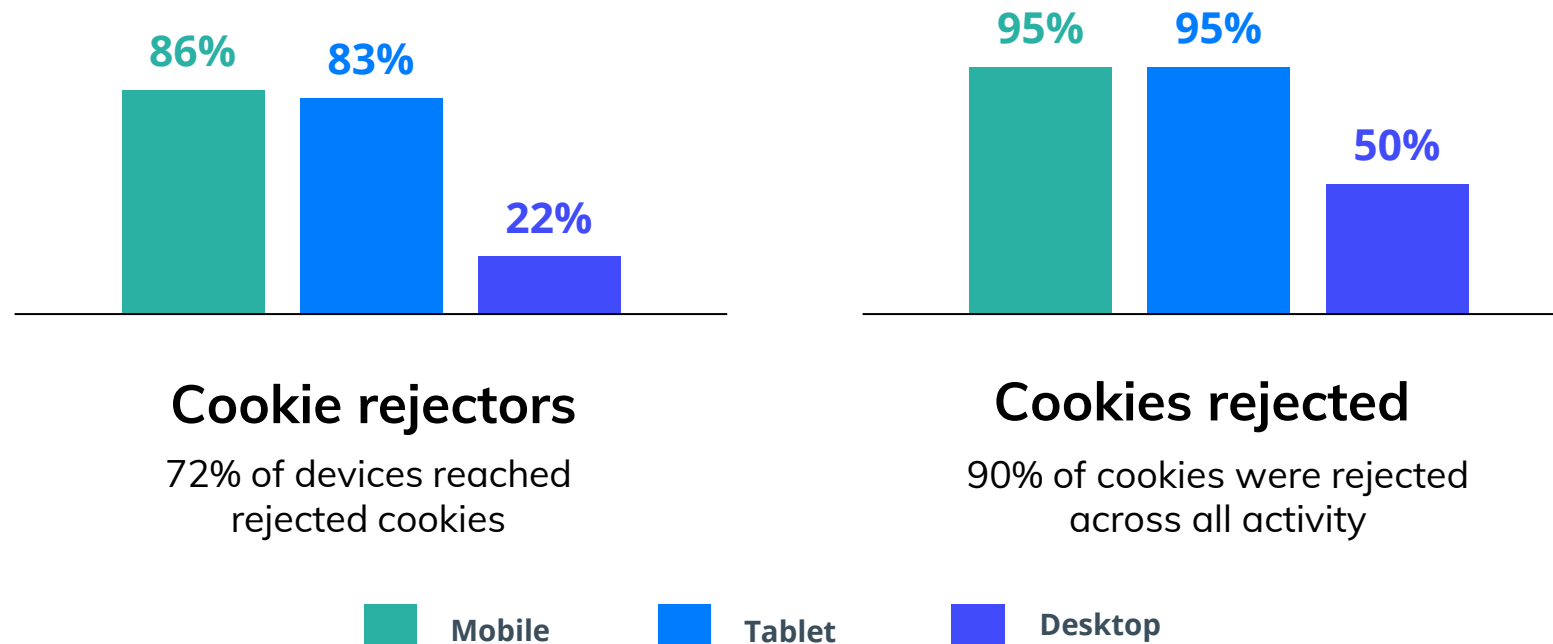
The evolution has been in motion for years.

The impact is current.

It extends beyond the bid.

# Cookie deprecation is not a future problem with a deadline set by Google

*Global CPG brand*
Date range: 3/4/2021 – 6/30/2021

Cookie rejectors

86% Mobile
83% Tablet
22% Desktop

72% of devices reached rejected cookies

Cookies rejected

95% Mobile
95% Tablet
50% Desktop

90% of cookies were rejected across all activity

Mobile **Tablet** **Desktop**

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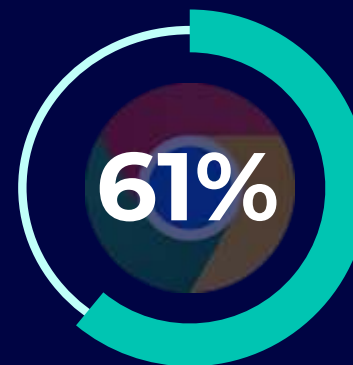
Fragmentation already exists across Chrome

Australian Finance Brand
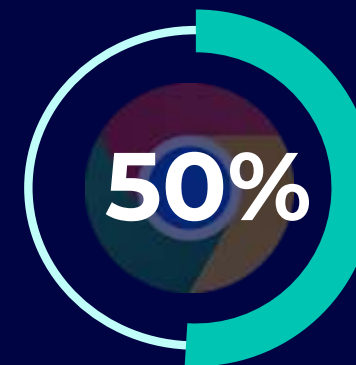**Date range: 03/12/2021 – 28/02/2022**

89%
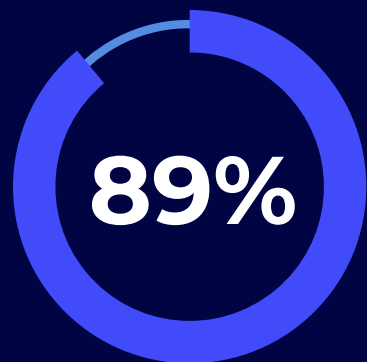
Cookies rejected across all activity measured

38%
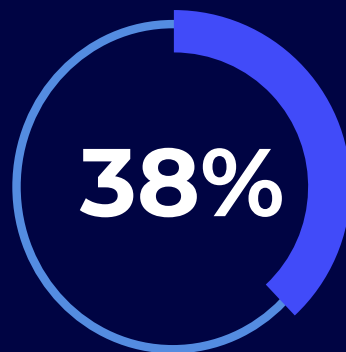
Average cookie accuracy within a device across activity

61%

Impression delivery across Chrome systems

50%

Average cookie rejection across Chrome Systems

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Contextual targeting 'back in vogue' amid privacy changes and looming cookie decline

How to unlock data as a superpower when you don't have any

Microsoft buys Xandr and positions for a post cookie work

Google replaces FLoC with Topics

DATA

Daily Mail Boosts Its Cookieless Ad Business With A Probabilistic ID So

DATA

Magnite Moving Ahead With Alternat To Third-Party Cookies

By Tony Rifilato

Tuesday, June 29th, 2021 – 8:00 am

Though Google announced last week that it would delay the phase-out of third-party cookies for nearly two years, sell-side platform Magnite has no plans to slow down its push to sell in cookieless browsers,

Mumbrella

Forbes

WHAT'S NEW IN PUBLISHING

DATA

Dentsu Builds Proprietary Contextual Targeting Tool

By Anthony Vargas

Wednesday, June 8th, 2022 – 9:00 am

As clients look for alternatives to third-party cookies, ad agency Dentsu can steer them to its in-house Contextual Intelligence tool, which launched today.

Although contextual targeting

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The impact goes beyond the daily industry headlines

Not just...
supply and buy side
focused

Not just...
Google Chrome
focused

Not just...
cookie based
media mix focused

Not just...
performance campaign
focused

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Extending to the buy-side ad server

The central connection point across media partners and channels to effectively measure and manage digital advertising

Video

Display

Search

Laptop

Pre-roll video

Mobile web video

Mobile in-app

High-quality lead
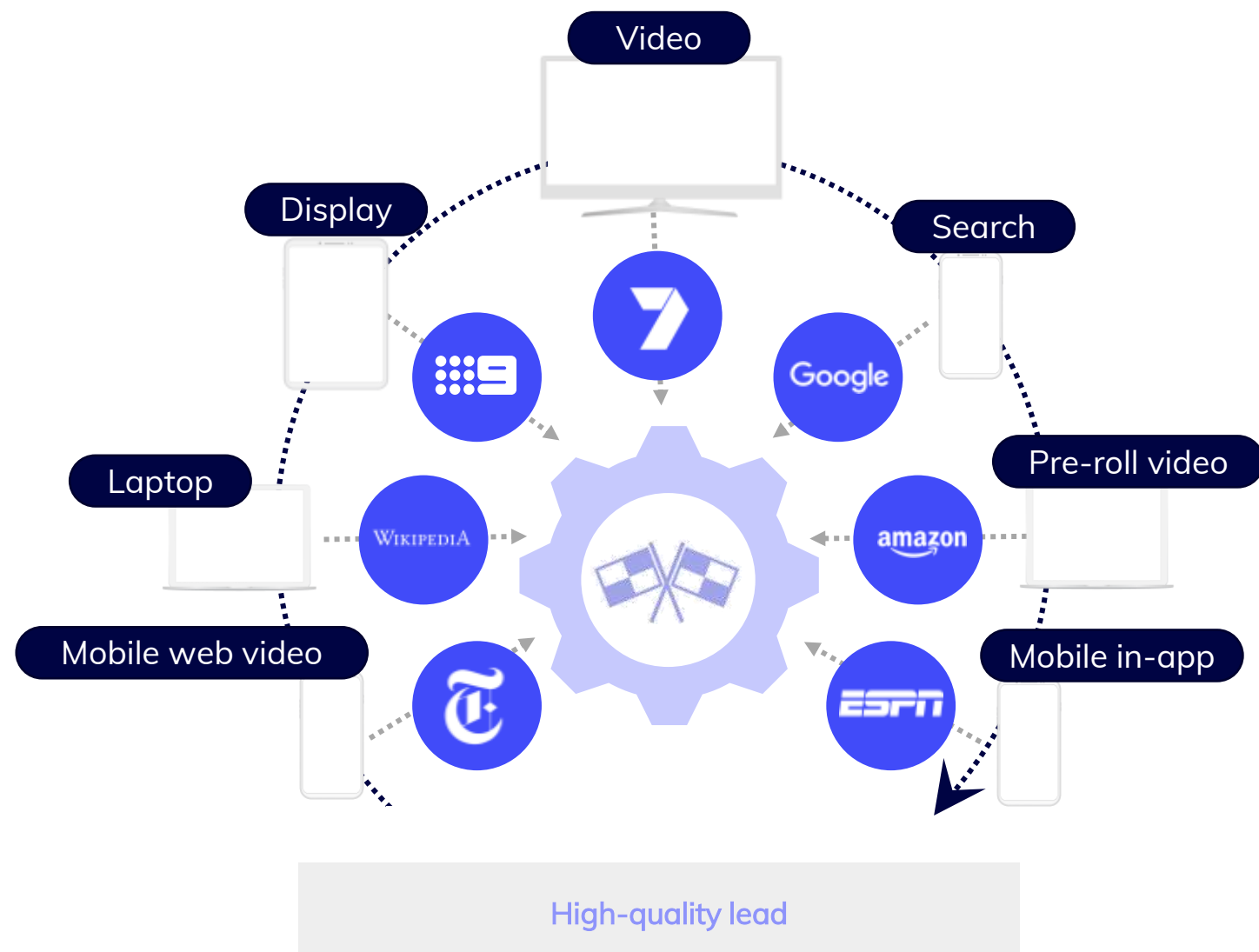
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Skewed reach and frequency

Australian Wagering Brand
Date range: 1/1/2022 – 1/6/2022

90%

Understated frequency

934%

Overstated Omnichannel reach

21.42

2.07

Avg frequency

155,100,186

14,999,821

Unique reach

■ Cookie data   ■ Cookie + FTrack data

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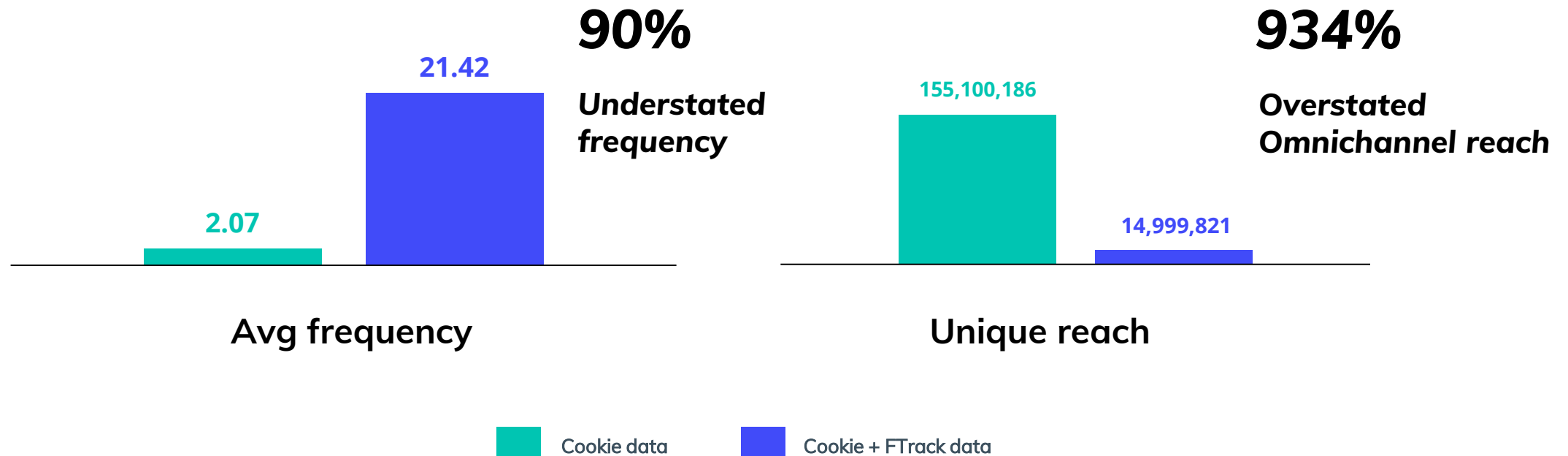
Unlocked attributable conversions

43%
understated
when relying
purely on
cookies

Attributed Flight Sales

40%
understated
when relying
purely on
cookies
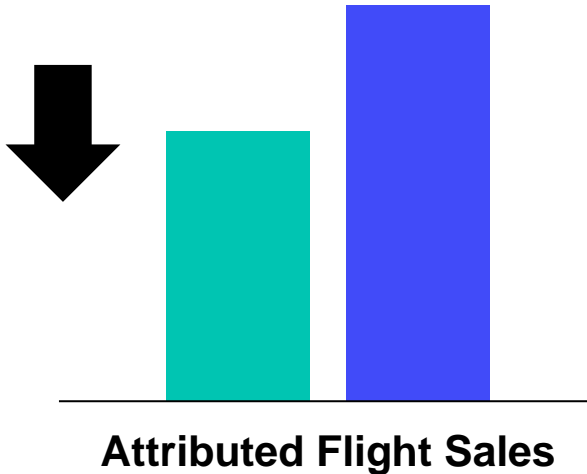
Attributed Revenue $ (000's)

Cookie data   Cookie + FTrack data

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Fragmentation of user journeys

Australian Streaming Service
Date range: 1/1/2022 – 6/30/2022

318% ⬇ **Attributable paid media when conducting Multi-Touch Attribution**

Exposed User IDs

596k users
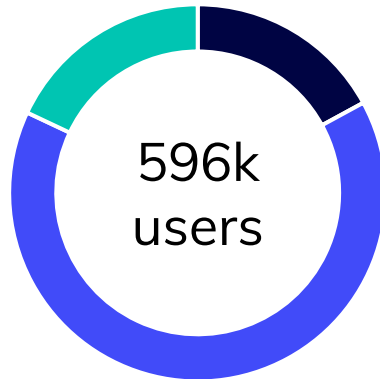
■ Cookies ■ FTrack ■ Device Graph

⬇ **22%**

Exposed User IDs

489k users

■ Cookies ■ FTrack

⬇ **380%**

Exposed User IDs

102k users

■ Cookies

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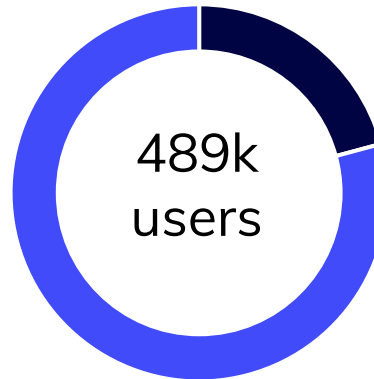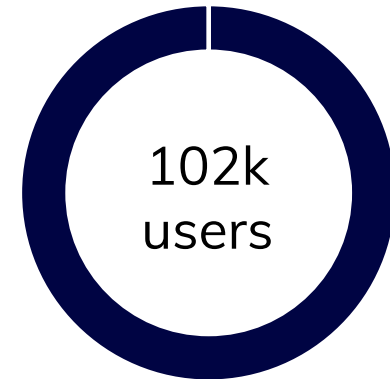
1ˢᵗ Touch point

2ⁿᵈ Touch point

• Proprietary and confidential. ©2022 Mediaocean

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3rd Touch point

The assist

• Proprietary and confidential. ©2022 Mediaocean

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Last touch

GOAL!

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Effects filtrate beyond measurement

Fragmentation within the ad server misinforms foundational decisions for media effectiveness

1. Channel optimisation

2. Tactic and placement optimisation

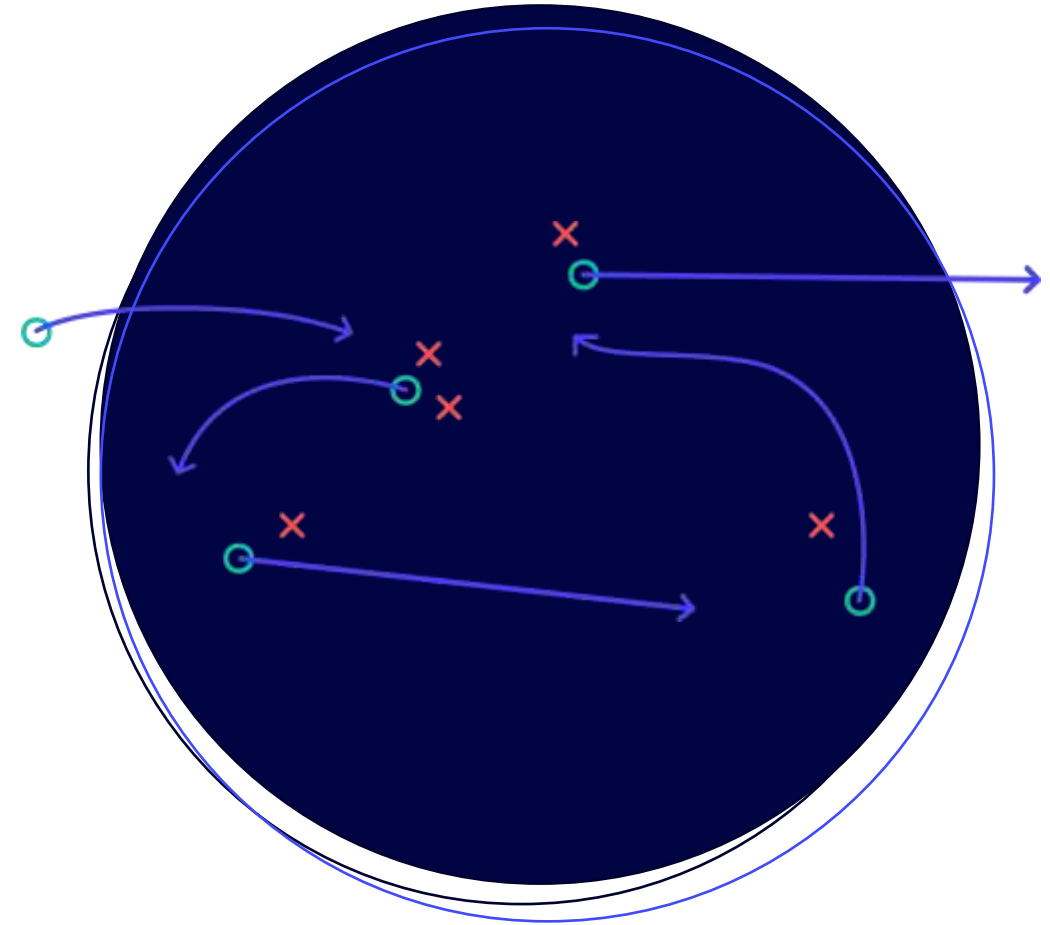3. Frequency optimisation

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Addressing identity resolution from today, going forward

The is no one fool proof alternative for modern measurement

Today

Cookie IDs still exist

Cookies need to be complemented by other forms of ID measurement

Near Future

Cookies will be replaced by multiple IDs

A complicated and fragmented ecosystem
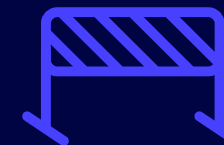
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Addressing ID uncertainty

Advertisers will have differing identity strategies

Owns rich first-party data and deployment means

Owns rich first-party data, but lacks deployment means
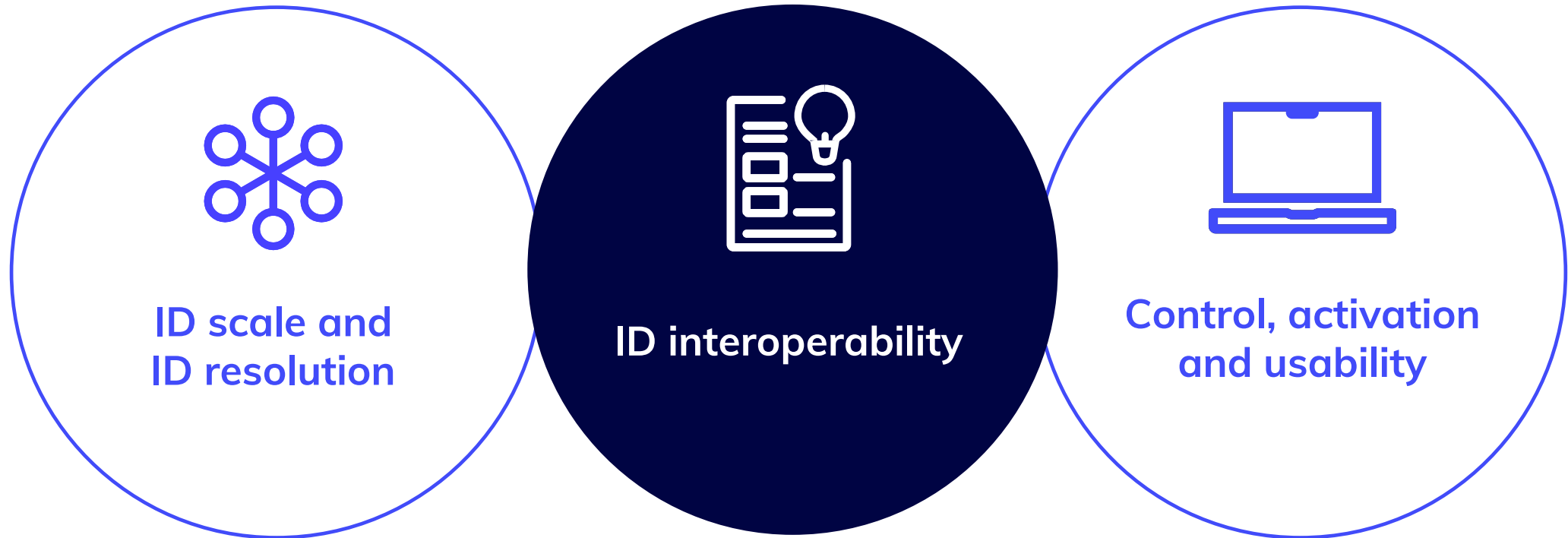
Lacks both rich first-party data and deployment means

Majority of advertisers

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ID uncertainty and complexity

A multitude of solutions, a myriad of applications

Hashed email ID	theTradeDesk	/LiveRamp	MERKURY	THROTLE	neustar	LiveIntent
PII-based identity graph	TransUnion	EPSILON	MERKURY	acxiom	experian	/LiveRamp
DMP CDP	ORACLE	salesforce	Nielsen	Adobe	LOTAME	neustar
CTV	ROKU	videoamp	SAMSUNG	SAMBA TV	TRUOPTIK	inscape
Probabilistic ID graph	flashtalking	TAPAD	IntentIQ	ID5	CRITEO	neustar

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Addressing the impact of multiple IDs

ID scale and ID resolution

ID interoperability

Control, activation and usability

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Beyond the bid: The unique role of the buy side ad server

The piece of the tech stack that works across multiple platforms and helps integrate an advertisers' ID graph

IN-APP

MOBILE WEB

IN-APP

SEARCH

PRE-ROLL VIDEO

DYNAMIC VIDEO

STATIC

CONVERSION

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The impact is current.

It extends beyond the bid.

So what's stopping us?