

Debunking Authentication Myths

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Our Speakers



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Today's Agenda

1

How We Got Here

2

Common Mythconceptions

3

How We Build a Trusted
Ecosystem Together

4

The Opportunity for Publishers
& Marketers

5

Panel Q&A

How We Got Here



**Broken Consumer
Trust**



**Privacy
Regulation**



**End of the
Third-Party Cookie**

Cookies Are A Crumbling Foundation



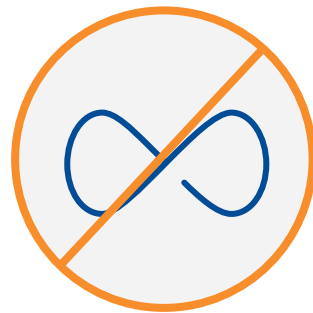
Transparent

Consumers have little insight and input on how their data is being collected and used



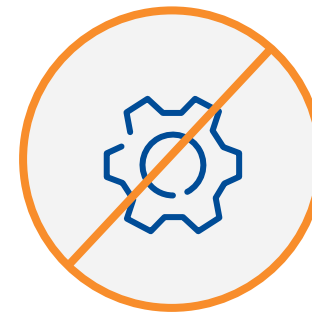
People-Based

Represent a device, not a person



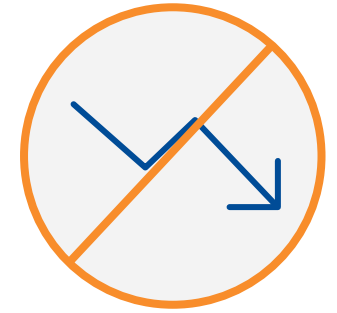
Interoperable

Not a common identifier between platforms resulting in significant data loss



Persistent

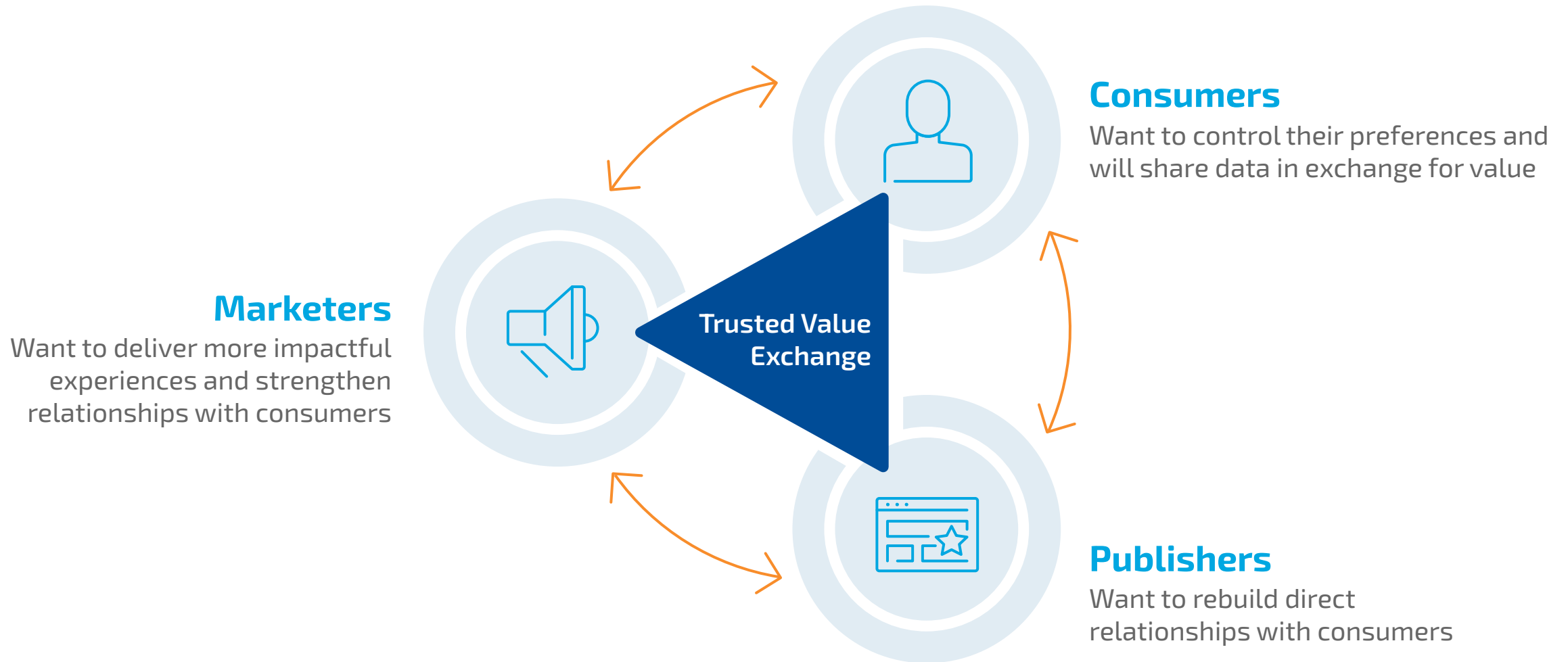
Subject to deletion by browser and user



Abundant

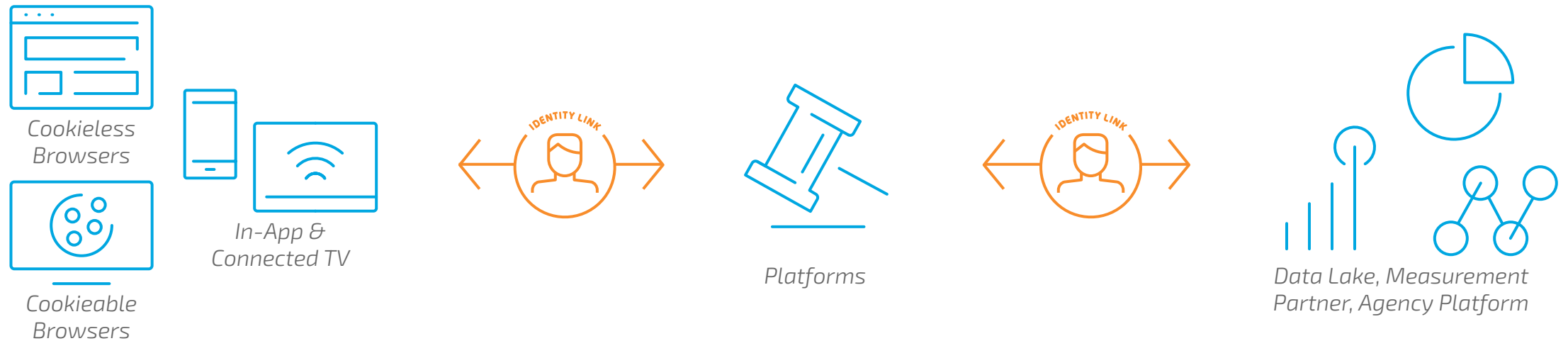
Popular marketing channels like in-app and CTV don't support cookies

A New Ecosystem Built on Trust



First Step Towards Building a New Ecosystem

We've been embedding IdentityLink across the ecosystem to enable marketers to target one-to-one at scale and accurately attribute the effectiveness of their media investments. **We see our efforts over the past three years as the first steps towards building a new ecosystem.**



Identify Consumers through a Trusted Value Exchange

Move data on IDL & Transact on IDL

Measure Outcomes with IDL

End to End Addressability on IdentityLink



MYTH 1

I have a small percentage of authenticated traffic and it isn't meaningful from a revenue perspective.



MYTH 2

Available identity solutions aren't secure.



MYTH 3

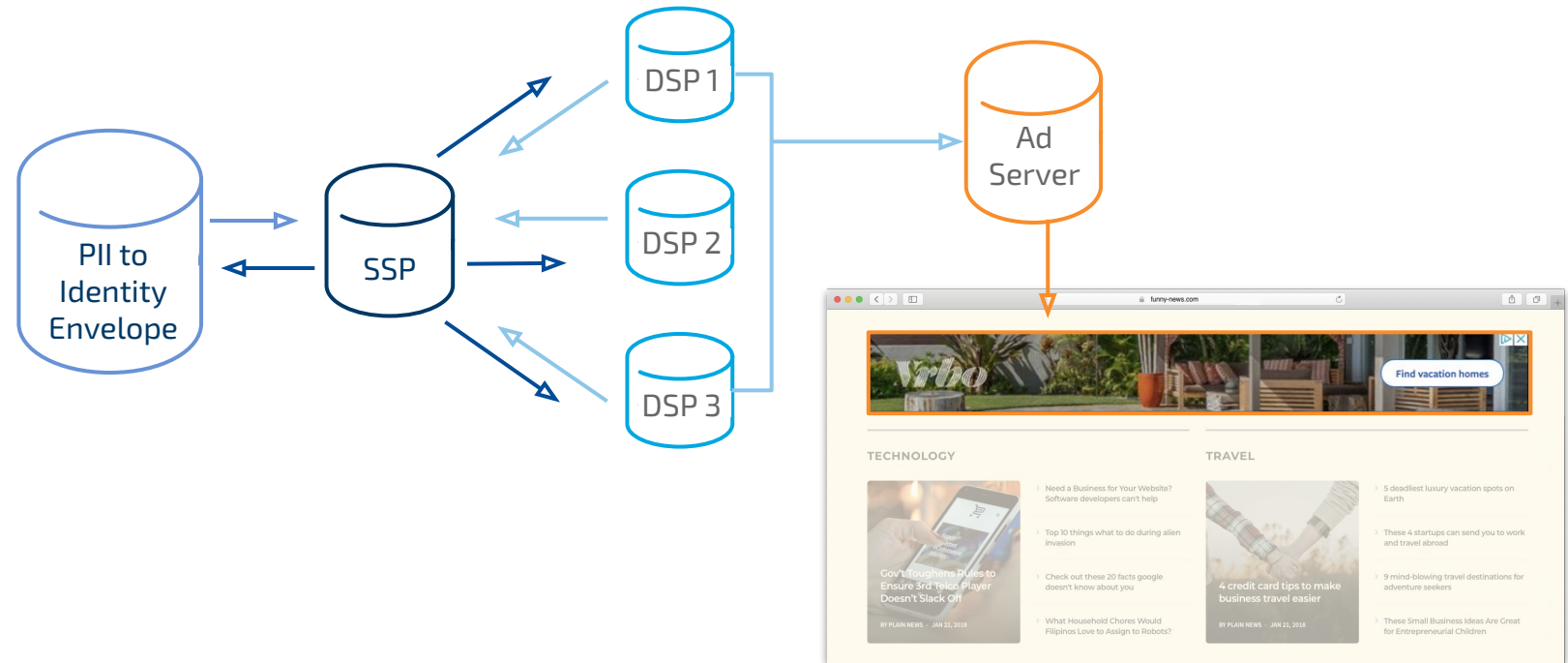
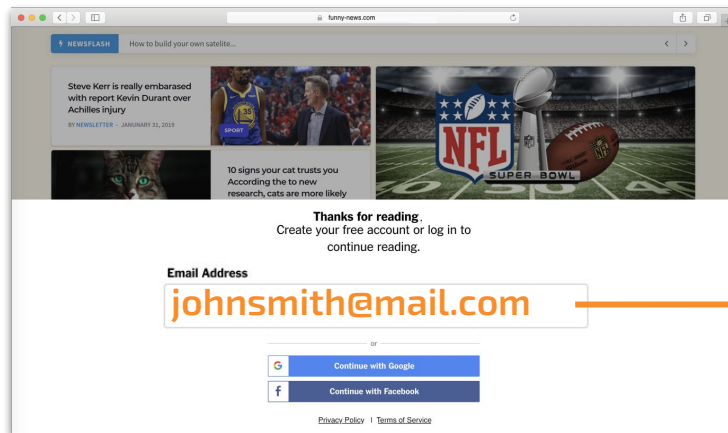
There are other solutions that solve for the advertiser's core use cases.



Opportunity for Publishers and Marketers

How ATS Works

- 1 LiveRamp code on page captures PII and looks up corresponding IDL. If there is a match, IDL is returned in encrypted IDL envelope. IDL envelope is stored in publisher's first party cookie
- 2 SSP reads IDL envelope
- 3 SSP translates IDL to DSP encoded IDL using LiveRamp technology and passes IDL in bid request
- 4 DSP decisions on bid request with onboarded data from LiveRamp and logs IDL in exposure logs



Opportunity for Publishers



Redefine your value exchange with consumers through first-party authentication events



Leverage the Authenticated Traffic Solution to identify visitors and enable addressability without third-party cookies



Actively manage reader consent and preferences for an improved user experience

Opportunity for Marketers



Utilize the IdentityLink™ infrastructure to buy and measure media and provide superior consumer experiences



Leverage direct publisher relationships to gain audience insights and build data partnerships



Take advantage of people-based frequency capping. Measure every impression you buy.

Delivering More Effective Investments



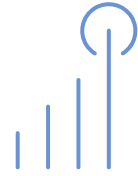
Enhanced Privacy & Security

- Provides consumers with greater transparency and choice
- Provides more secure use of data across the ecosystem



Precision at Scale

- Ensures future ability to target one-to-one at scale
- Preserves addressability on Chrome and immediately adds incremental reach on Safari and Firefox



Improved Attribution

- Every impression bought on IDL is measurable enabling accurate and transparent media attribution
- Enables post-view and click-based conversion attribution



Increased Cost Savings

- People-based frequency capping and suppressions enables more efficient investments

Case Study: Matching High Value Audiences with Premium Content to Deliver Improved Performance



Challenge

Goodway Group and their client, a large national retailer, were looking for ways to increase scale on first party data initiatives and reduce the significant audience loss they experienced due to cookie syncs

Solution

LiveRamp and Index Exchange partnered together to provide Goodway Group a solution that matches contextually rich inventory with their client's qualified leads to deliver greater reach against their high-value audiences tied to a persistent cross-channel identity

Results



3x higher unique reach

on Matched Audiences vs legacy ID sync models by eliminating cookie sync drop off



10x higher win rate

on Matched Audiences enabling better retargeting of leads to drive them down the funnel towards a purchase



185% increased reach on desktop

enabling more engagements with high value audiences where they are most likely to convert

Panel

Submit your questions ...



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Q&A



Thank You!