

# Trends in Digital Advertising

POCONO MOUNTAIN TOURISM DAY SUMMIT 2022

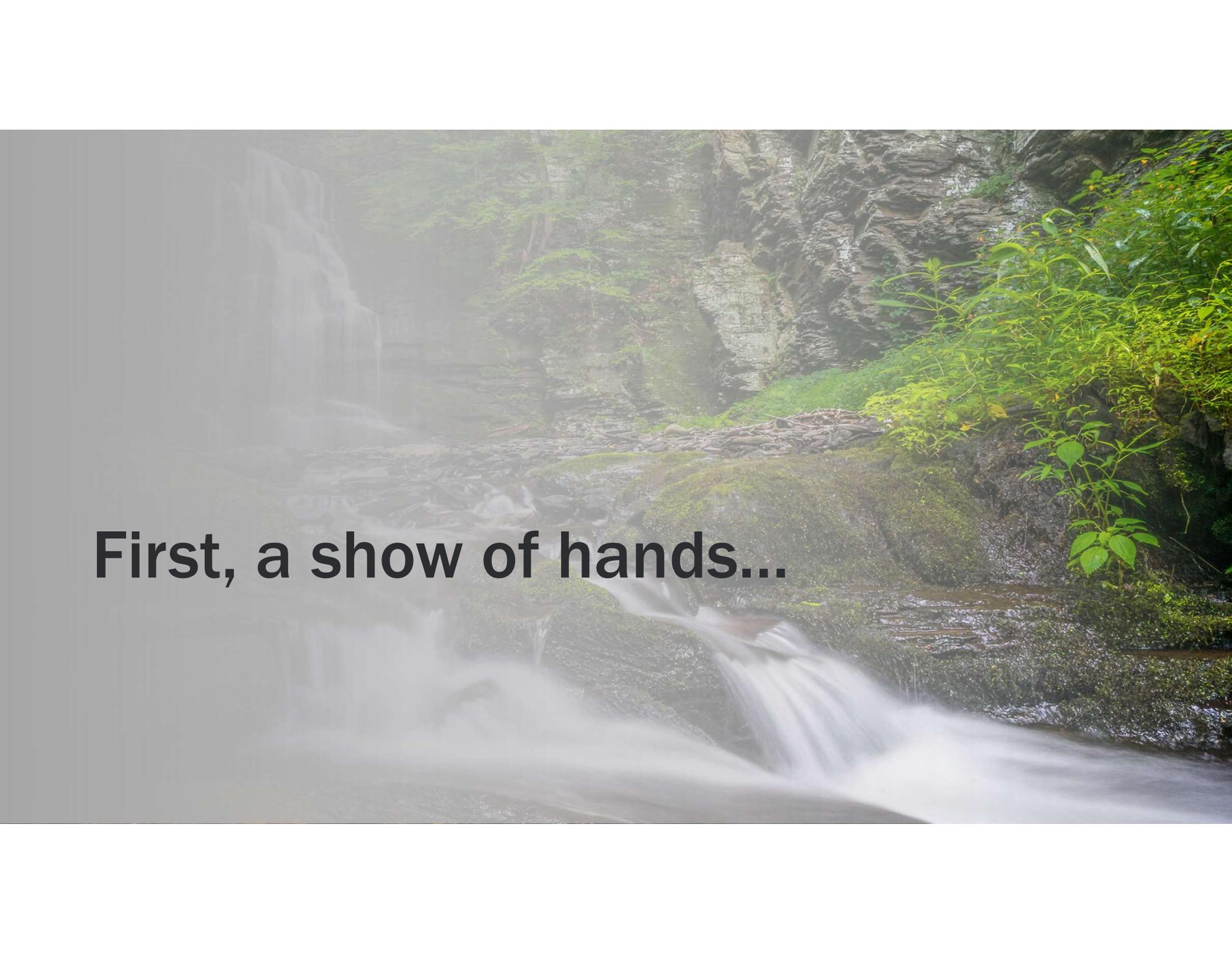
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# Agenda

- Trend Deep Dive: Audience Targeting
- Additional Digital Trends to Consider
- Questions & Discussion



**First, a show of hands...**

**Trend Deep Dive:**

# A New Approach to Targeting

**A HEALTHIER FUTURE OF CONSUMER PRIVACY WITHOUT COOKIES**

The rise of Unique IDs, like third-party cookies and other browser and mobile specific identifiers, allow advertisers and ad tech companies to track users across websites to serve relevant ads and track performance of campaigns. But change is on the horizon!

# WHY ARE WE HAVING AN “IDENTITY” CRISIS?

## Loss of Third Party Cookies

Most third party cookies to be unavailable by end of 2023

## Reduction in Probabilistic IDs

Significant reduction in ad signals (i.e. fingerprinting)

## Erosion of Mobile IDs

IDFA and AAID lack cohesion with cookie support

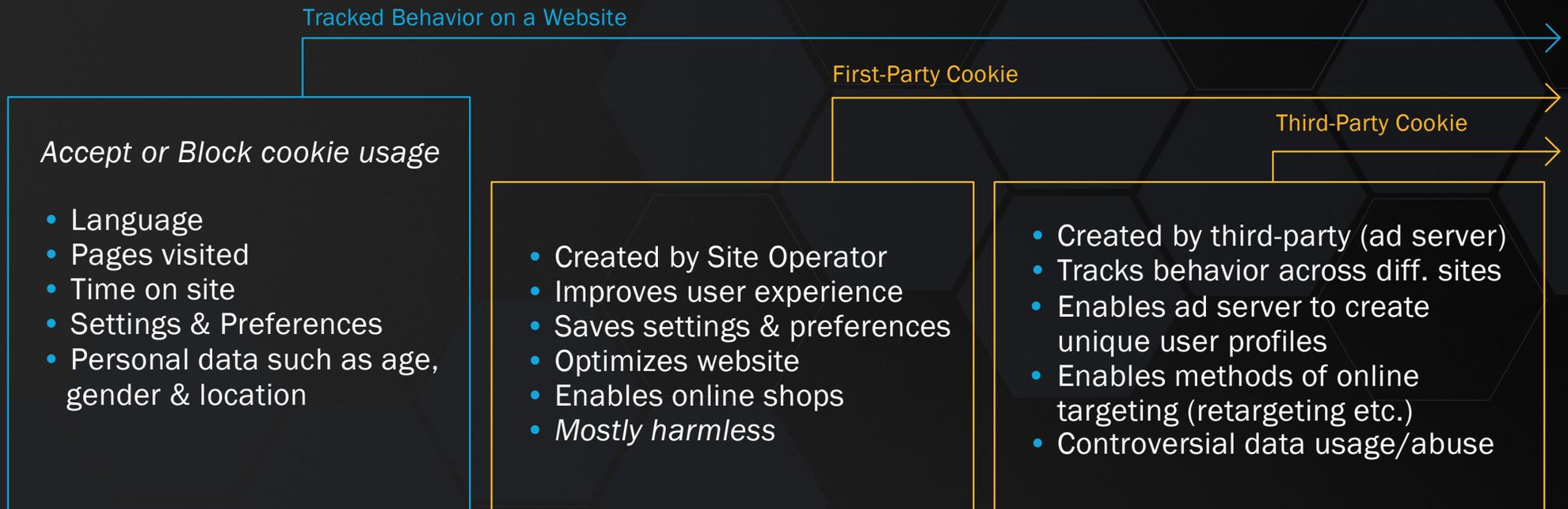
## Growth of Regulation

+ GDPR  
+ CCPA  
+ CPRA

# WHAT ARE COOKIES?

Cookies Collect User-Relevant information.

First & Third-Party Cookies record similar data for different purposes.



# WHY ARE THIRD-PARTY COOKIES BEING REMOVED?

1

Users are demanding greater privacy and Transparency, including choice and control, Over how their personal data is used.

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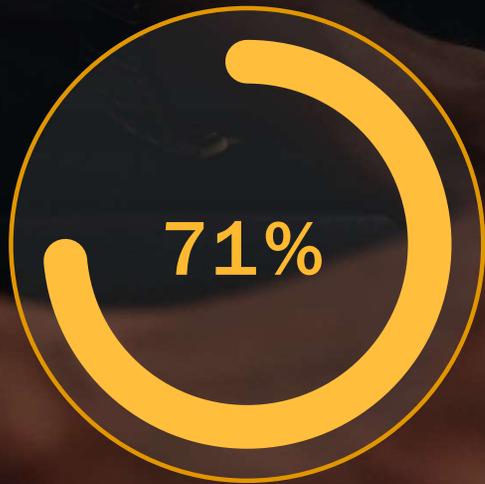
2

Privacy is a consumer right, and marketers and consumers need to be protected.

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3

It's clear the web ecosystem needs to evolve to meet user demands.

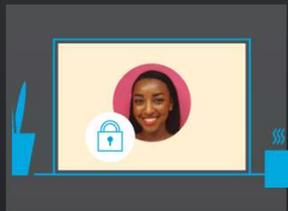


## 71% OF RESPONDENTS

would like to see the government reform how companies treat their data.  
(13% disagreed, 16% were neutral)

*Northwestern University's Intent Lab "Digital Satisfaction Index: Brand Trust Spotlight", 2020*

# FIRST: WHO IS IMPACTED BY THESE CHANGES?



## Consumers

Calling for privacy of their browsing behaviors, consumers are seeking control over their own personal data.



## Advertisers & Marketers

Common tactics like audience segmentation and behavioral targeting, as well as conversion tracking, will be limited.



## Regulators

In an effort to provide protections to consumers, governments are responding via legislation to limit potential misuse of collected user data.



## Browser / OS

Large consumer tech companies are updating browser and mobile operating system software to limit or completely block certain tracking.



## Ad Tech Providers & Publishers

Nearly every major ad tech provider and publisher is impacted – from DSPs to Exchanges to Publishers to Search and Social platforms.

## TIMELINE OF CHANGE



1994

First banner ad



2003

CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing Act)



2010

US Federal Trade Commission (FTC) publishes preliminary report on consumer privacy rights



2016

General Data Protection Regulation (GDPR) adopted by the European Union



2019

Microsoft Tracking Prevention (MTP) blocks third-party cookies on its browsers

Apple Intelligent Tracking Prevention (ITP) is enhanced to block all third-party cookies in Safari by default



2018

Mozilla Enhanced Tracking Protection (ETP) released limiting trackers and third-party cookies on Firefox browsers

GDPR goes into effect

California Consumer Privacy Act (CCPA) passed into law



2017

Apple Intelligent Tracking Prevention (ITP) limiting tracking on Safari



2020

California Consumer Privacy Act (CCPA) goes into effect



2021

Apple iOS14 prompts users to opt-out of tracking, reducing the availability of IDFA's



2022

Google Chrome blocks third-party cookies by default [PENDING]



## Estimated Percent Of Impressions

already unreachable due to existing privacy changes.

This is expected to increase 2x-3x over the next year  
given impending changes.

## Helpful Healthy Solutions

FINDING THE RIGHT BALANCE FOR SCALE AND PRIVACY



### Project REARC

The IAB's working group addressing privacy changes as a global initiative designed to get stakeholders across the digital advertising and media supply chain to together to re-architect digital marketing in a consolidated effort to harmonize personalization and consumer privacy.

### Unified ID<sub>2.0</sub>

### Unified ID 2.0

Open-source ID framework that uses hashed and encrypted email addresses operating across advertising channels giving advertisers insight into campaign performance across streaming TV, browsers, mobile, audio, and TV apps and devices.



### LiveRamp IdentityLink

Resolves hundreds of different identifiers for consumers used on devices and in both online and offline marketing platforms to a unique, privacy-safe identifier at the consumer level.

## SO WHAT'S A MARKETER TO DO?

# Scalable Approach



### Leverage Machine Learning

Machine Learning technology uses artificial intelligence and privacy approved data across 30 parameters to decide if and how much to bid on an impression. This tactic can improve media performance all without the use of cookies or infringing on your audience's privacy.



### Ingest Anonymized Data Sources

Utilizing sources such as US Census, American Community Survey and North American Industry Classification System strengthen local insights, and allow improved performance and eliminate wasted impressions.



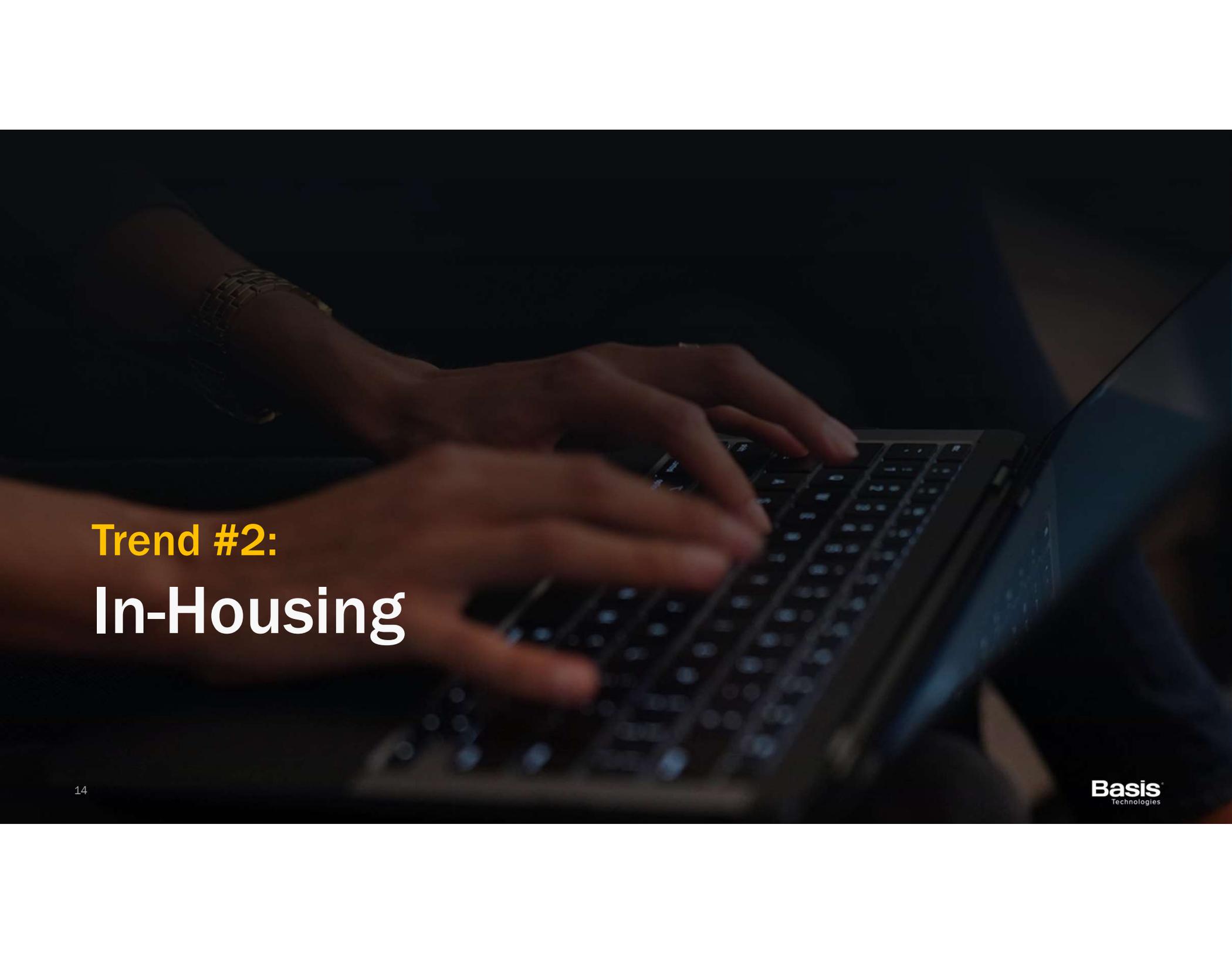
### Incorporate Semantic Targeting

Contextual targeting now uses Natural Language Processing to understand semantics and tone. Partnering with semantic data providers like Comscore, DoubleVerify, Oracle, and Peer39 may prove more effective and less expensive than third-party audience data.

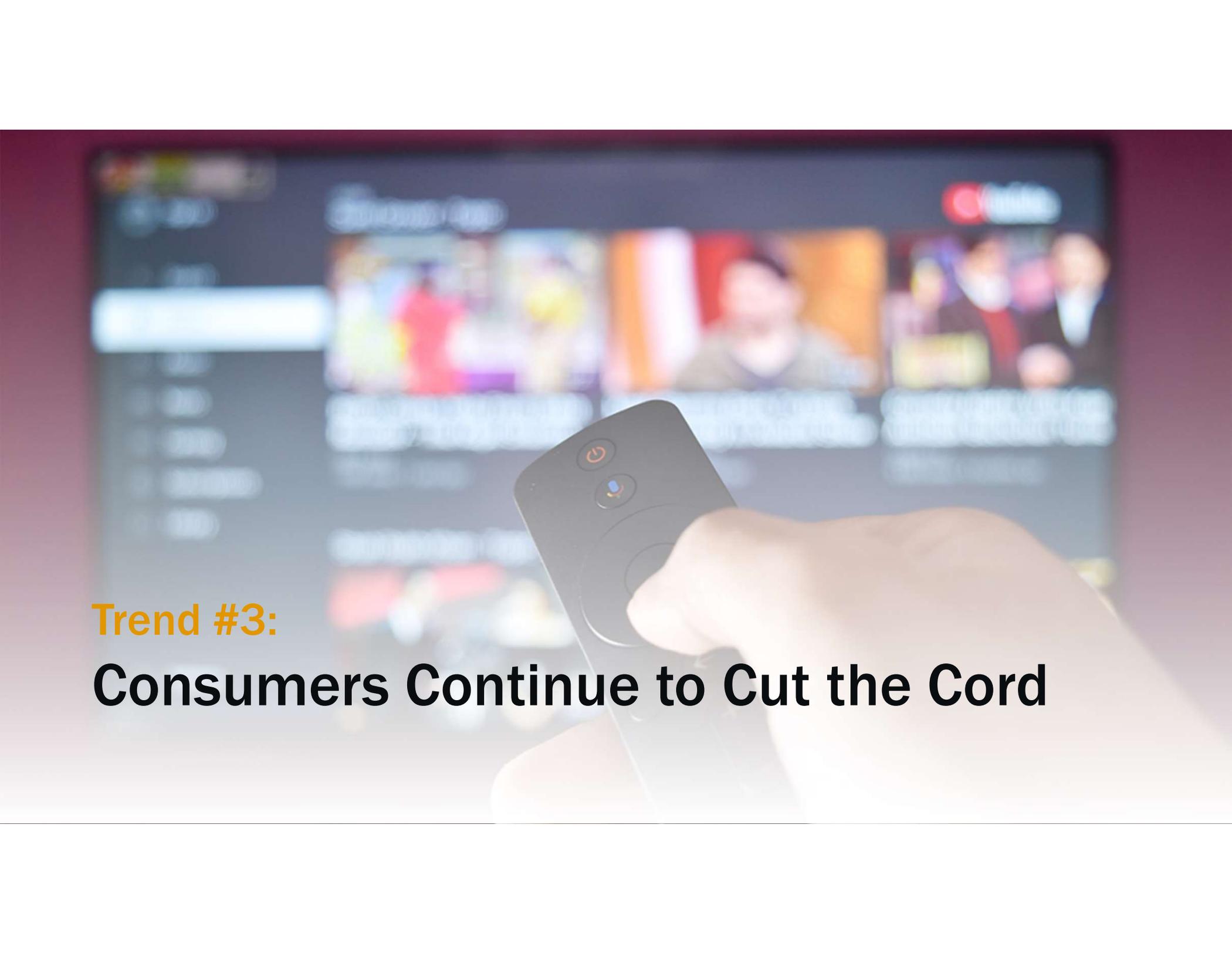


### Evolved Performance Tracking

The interim solutions like cookieless conversions for click-through-conversion are guiding a shift to illustrate media performance more fully and thoughtfully with CDP (customer data platform) data, site analytics data, and brand lift studies.



**Trend #2:**  
**In-Housing**

A hand holding a black remote control in front of a television screen displaying a streaming service interface. The screen shows a grid of video thumbnails and a search bar. The remote has a power button, a microphone button, and a circular navigation pad.

**Trend #3:**

**Consumers Continue to Cut the Cord**

**Trend #4:**

**The Rise of  
Digital Out of Home (DOOH)**





About this campaign

+114% increase in Google searches

Results

Belgium: Brussels and Liège

Location

OMD, Publicis, Outsight, OutMoove

Partners



HEY HOUSTON  
STRIKE OUT YOUR  
ALLERGIES

ASTROS  
FANS,  
THIS  
SUD'S  
FOR  
YOU.

OXY

UNITED  
HONDA

Coca-Cola  
TORCHYS

CHEVROLET  
SILVERADO

Insperity  
TexanPlus

GEICO

ROOT SPORTS

EVAAIN

H-E-B

HOUSTON'S FIRST  
FRESH MARKET

**Trend #5:**

**Programmatic Audio  
Is About to Get BIG**

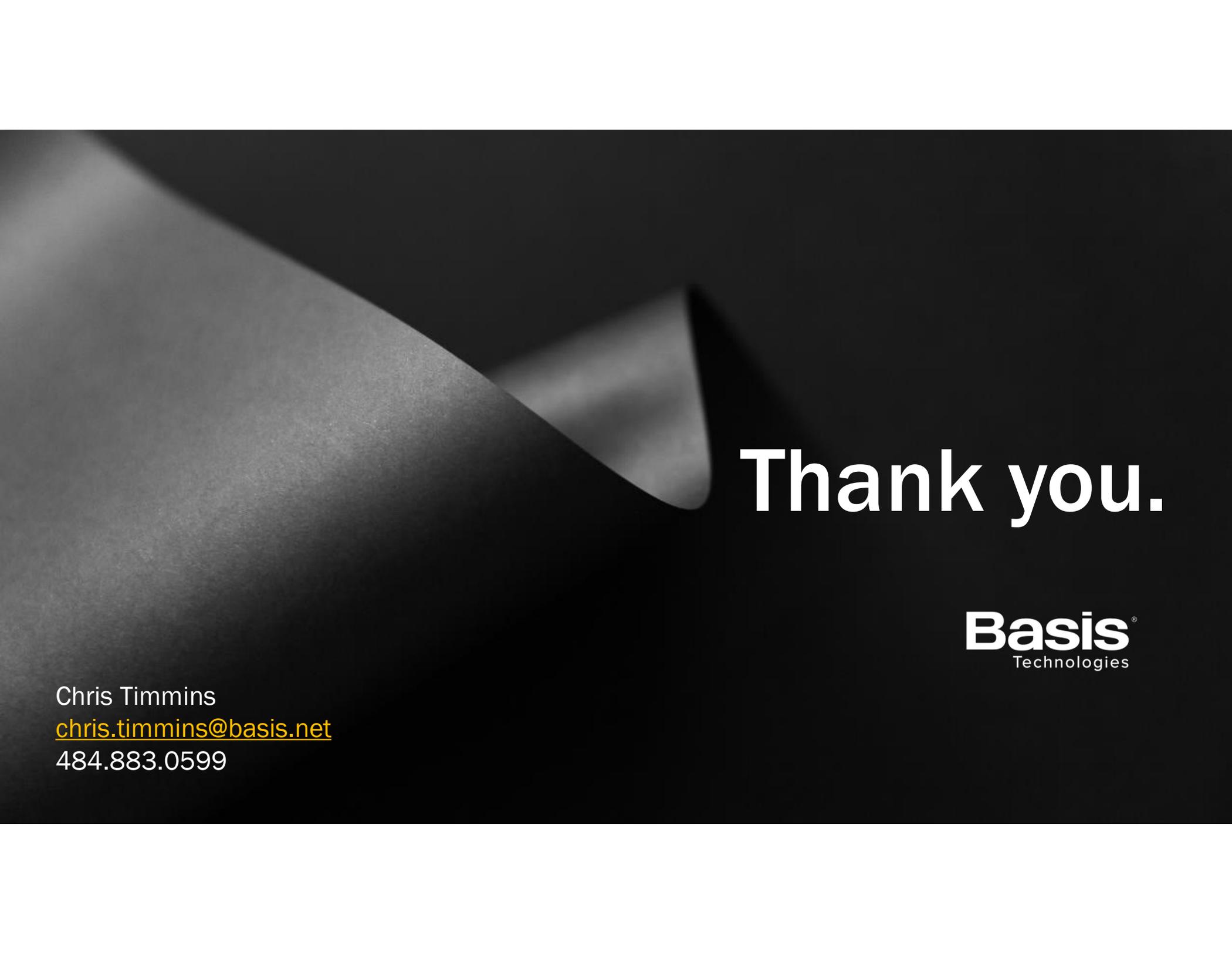


A woman with curly hair is sitting at a desk in a creative studio, focused on drawing or writing on a piece of paper. She is wearing a red and white striped shirt. The desk is cluttered with various items, including a pen, a pencil, and some papers. A desk lamp is positioned above her, casting a soft light. In the background, there are large windows showing a cityscape at dusk or night. The overall atmosphere is one of quiet concentration and creativity.

**Trend #6:**

# A Renewed Emphasis on Creative Advertising

# QUESTIONS & DISCUSSION



# Thank you.

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