

People-based marketing in a cookieless world

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With Google announcing the depreciation of 3rd party cookies on Chrome, there is understandable anxiety within the advertising and marketing ecosystem. One of the core tenets of the internet, serving free content in exchange for relevant advertising, has operated by utilizing cookies as a key technology to deliver this exchange. But as consumer content consumption moves to non-browser based channels, the relevance and efficacy of cookies has been in question for quite a few years.

We at Adstra embrace this change from Google within an eye on creating a better internet and a better value exchange for consumers within our advertising ecosystem. We have long realized that cookies are a very unreliable identifier for creating any meaningful identity solution and hence have strived towards creating an identity resolution service that utilizes a multitude of identifiers to enable people-based advertising and not rely on one particular identifier.

Any Identity solution for people-based marketing needs to abide by the following core principles:

Precision - an ID solution should be precise in identifying an entity, browser, device, individual or household

Persistence - an ID solution should persist for a long period of time and provide consistent identification of any entity.

Prevalence - an ID solution should be available for a large portion of the web traffic and be able to inform targeting and measurement decisions for a vast majority of impressions.

Portability - an ID solution should be portable across different channels and business entities.

Privacy compliance - an ID solution should capture and honor consumer consent and choice around the use of their data.

In the world of advertising and marketing, we realize that all identifiers are not created equal. Each type of identifier falls on a spectrum of the core principles listed above. Hence Adstra has taken a transparent and holistic approach to identity resolution utilizing these different types of identifiers:

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3rd party cookie -

3rd party cookie has been a **precise** ID to identify a browser but has fallen short in the **persistence** spectrum and cookies could be deleted easily. With the announcement by Google to deprecate 3rd party cookies in Chrome, it will no longer be a **prevalent** identifier across the web either as Chrome has a 60%+ market share of all browsers. Unlike many other ad-tech and mar-tech companies, Adstra has not predicated its identity and data products entirely on the 3rd party cookie. So, not only are we prepared for the deprecation of the 3rd party cookie, our platform and solutions would thrive in such an environment.

1st party cookie -

With our direct integration on publisher sites, we can set cookies in the first-party context and take advantage of the **precision** and **persistence** (much higher than a 3rd party cookie) that a 1st party cookie brings. Through a very extensive network of publishers that we have developed, the 1st party cookie is much more **prevalent** for us than most other providers. This identifier however is not very **portable** as it is domain-specific. Having access to 1st party cookies makes our targeting data actionable directly in the publisher platforms.

Name & Address based ID -

Name and address based identifiers are the ideal anchor IDs to build a people-based identity resolution solution for marketing. Adstra's Link2Me ID is representative of the name and address record for each individual and household in the US. This ID is highly **precise** and **persistent** but falls short on the **prevalence** and **portability** spectrum. However this is a key capability to use 1st party CRM data from brands and publishers in our identity and audience data solution.

Email Hash -

A hashed email is a highly effective identifier for people-based marketing. It is **precise** and **persistent** and scores fairly well on the **prevalence** and **portability** spectrum. Adstra has a large network of publishers that feed hashed email data into our identity platform to connect consumer identity across known and anonymous realms as appropriate based on use cases and privacy rules.

Other digital IDs (MAIDs, IP, CTV IDs etc)

Effective people-based marketing is truly omnichannel and Adstra has mapped various other digital identifiers in its identity graph to enable media and data activation across different channels. These IDs like mobile device IDs and IP addresses are highly prevalent and portable across the ecosystem and provide a relatively high degree of precision and persistence as well.

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Along with using the above-mentioned identifiers, the Adstra platform is architected in a way such that we can adapt to any new approach that Google and browser manufacturers take. Adstra is leading the charge on a collaborative effort amongst various advertising and marketing technology companies to prepare for the depreciation of 3rd party cookies on Chrome.

There is a high degree of uncertainty around what the final solution would look like but we at Adstra like others have some informed speculation on this topic and believe Google and potentially other manufacturers would take one of the three paths listed below:

Persistent Device Identifier - Browsers would create an ID similar to the Mobile Device ID for the desktop device that each of the browsers can access from the Device Operating System and expose within the browser sandbox to entities that need access to the ID for legitimate business purposes. This would give a cross-browser ID but will require the OEMs to collaborate with browser manufacturers.

Persistent Browser Identifier - Each individual browser manufacturer would create a persistent ID for the browser and would provide access to this ID to entities requesting it within the browser sandbox for legitimate business purposes.

Privacy Sandbox - Browser manufacturers might move away from an individual browser-based identifier and instead enable a privacy sandbox where an entity can request a cohort of “users”/”identifiers” that meet a certain criteria for different targeting and marketing purposes.

In any of the above scenarios, Google and other browser manufacturers will enforce some type of a gateway to ensure the companies requesting access to and collecting these identifiers and/or cohorts comply with different consumer privacy standards and laws, and in general, are being good stewards of these IDs and/or cohorts.

With the above possible paths, we believe Adstra is very well situated to thrive in this new environment. Below are some pointers about our ongoing strategic handling of the upcoming changes:

- With our direct 1st party relationships with Publishers, we would be able to collect 1st party cookie identifiers and connect them within our system using email hashes or other real-time IDs and our probabilistic techniques. These 1st party relationships ensure that we see a large cross-section of the browser-based internet traffic and are able to use this data within our platform

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- With our direct relationship with brands in providing identity and data solutions to them, we would be on a whitelist Google and other browser manufacturers maintain given the value exchange we provide.
- We at Adstra over the past 40 years have managed 1st party brand CRM and other proprietary data and proven ourselves to be good stewards of data and consumer identity in the ecosystem.
- With our investment and participation in privacy stewardship with industry, we will continue to work with governing bodies like W3C, NAI, DAA, and manufacturers like Google. We are confident that we will be a party to any solution that will surface to continue to drive economic prosperity to publishers and improve the user experience with advertising content on the Internet.

Executive Summary

At Adstra we embrace this new Chrome browser change by Google. We are well-positioned to thrive in an environment where 3rd party cookies are no longer accessible. Below is how we understand this change and see its impact on Media activation and Measurement & Attribution.

Media Activation:

In the new landscape where 3rd party cookies will not be supported by browsers, media activation on browser-based channels could prove to be challenging. With the drive to establish new transactable IDs, however, browsers and entities like Adstra can lessen the impact of this change for consumers, advertisers, and publishers.

In the open advertising ecosystem, Adstra can use its people-based identity resolution system to connect 1st, 2nd, and 3rd party data for media activation directly on publisher platforms and other private marketplaces. For the other open auction-based ad exchanges, networks, and SSPs; Adstra would integrate its real-time ID resolution solution utilizing any and all different types of identifiers with these platforms to append our ID(s) in the bid stream and make this data actionable to buy-side platforms.

Measurement & Attribution:

Measurement and attribution would turn out to be less challenging with the new non-3rd party cookie landscape as any identifier collected in real-time with an impression, click or conversion event can be tied to other identifiers in a nightly batch process to have an accurate representation of media attribution.

There would be challenges posed in intraday media optimization use cases, but they would largely be handled similar to the media activation use case mentioned above.

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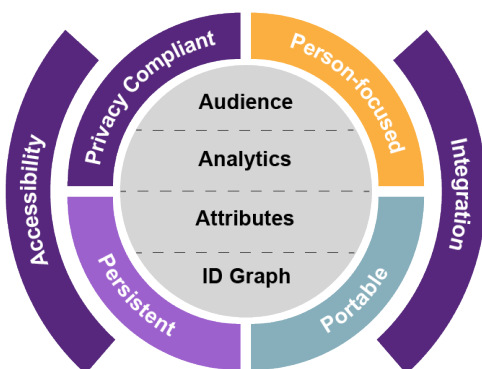
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To summarize, we have the five core pieces that are necessary to traverse the ever-changing and unpredictable landscape of the internet browser world.

- 1. Experienced R&D Team** - We have a core R&D team that has collectively worked on digital identification for over 40 years. Over this collective experience we have adapted to some of the core changes in browser technology like Flash Storage, HTML5 Storage, Apple ITP, etc. We also have team members that are associated with W3C and with the Google Customer Advisory board.
- 2. Core Adaptive AI Technology** - Our machine learning and AI technology has been built over the years to understand and adjust to the different features available in browser environments to create the most persistent statistical ID possible for a browser in real-time or an offline batch process.
- 3. Partner Integration across the ecosystem** - We have direct 1st party and 3rd party integrations with publishers that allow us to use cookies in the first-party context and will not be subject to the changes proposed by Google. We also have these publishers providing us **a linkage of email hash data to cookie/statistical identifiers** to the tune of billions of observations per month. This gives us the capability to transcend the use of cookies for browser tracking and **use a more persistent identifier like an email hash** to do so.
- 4. Customer and partner relationship providing irreplaceable value exchange** - Adstra is providing data and identity solutions to some of the largest brands and marketing tech companies in the ecosystem. With such a value exchange, any approach taken by Google to “whitelist” technology providers in the future is almost guaranteed to include Adstra on such lists.
- 5. Privacy by Design** – The best identity solutions are the long-lasting ones that obtain industry support, and transcend the internet’s ecosystem. Adstra is taking a proactive approach with the industry to embed privacy into the design of our solution so it will be a long-lasting solution for our clients and industry for many decades to come. We have a privacy leadership that will help design a product and solidify its acceptance.



Adstra: The 1st Data Bureau

Adstra maximizes value by ORCHESTRATING data across media and technology, in ways that drive customers' success.

Built with robust and persistent identifiers, Adstra enables action in both the known and anonymous realm, and across both off and online channels.

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